# MAD

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No. 272
July 1987

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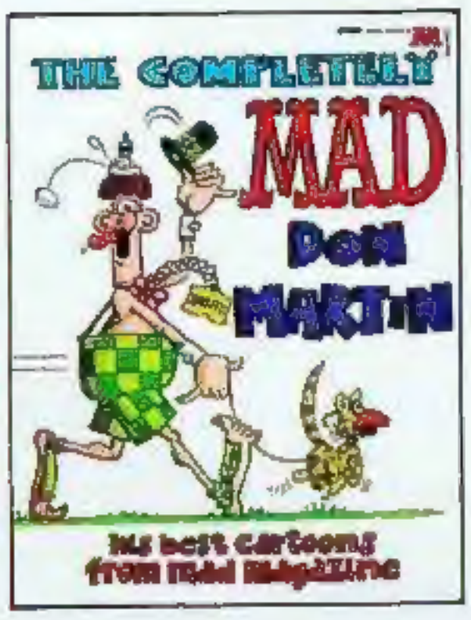


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NUMBER 272 JULY 1987

# MAD

*"It's astonishing how politicians never say anything, yet always insist they're being misquoted!"* —Alfred E. Neuman

**WILLIAM M. GAINES** *publisher*

**NICK MEGLIN, JOHN FICARRA** *editors*
**LEONARD BRENNER** *art director* **TOM NOZKOWSKI** *production*
**CHARLIE KADAU, JOE RAIOLA, SARA FOWLER** *associate editors*
**DICK DE BARTOLO** *creative consultant*
**JACK ALBERT** *lawsuits* **MRS. WM. M. GAINES (finally!)** *logistics*
**GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES** *subscriptions*
**CONTRIBUTING ARTISTS AND WRITERS** *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS BACK COVER WRITERS: JOE RAIOLA & CHARLIE KADAU
BACK COVER PHOTOGRAPHER: IRVING SCHILD

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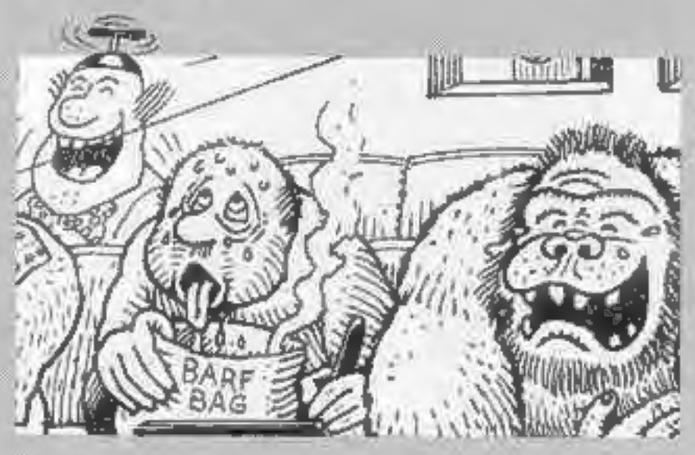


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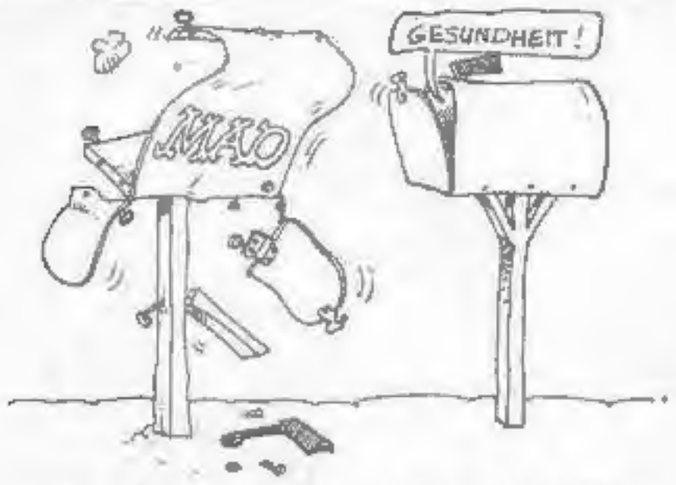



### SWEARING BY WHOOPEE

"Jumbled Joke Flash" was @#$%¢*! great!

Adam Cassidy
Ontario, Canada

### RUSSIAN TO CONCLUSIONS

Not content with corrupting the morals of our young people, MAD is now showing signs of subversive Russian influence ( People Even Lonelier than the Maytag Repairman, MAD #270). How else would artist Paul Coker know that CAPE on the Chernobyl vegetable stand is pronounced "sale"?!

Robert Erck
Lombard, IL

**Simple. Paul's been using Russian dressing on his vegetables for years! —Ed.**

### MORON MAIL

What does MAD stand for, anyway?

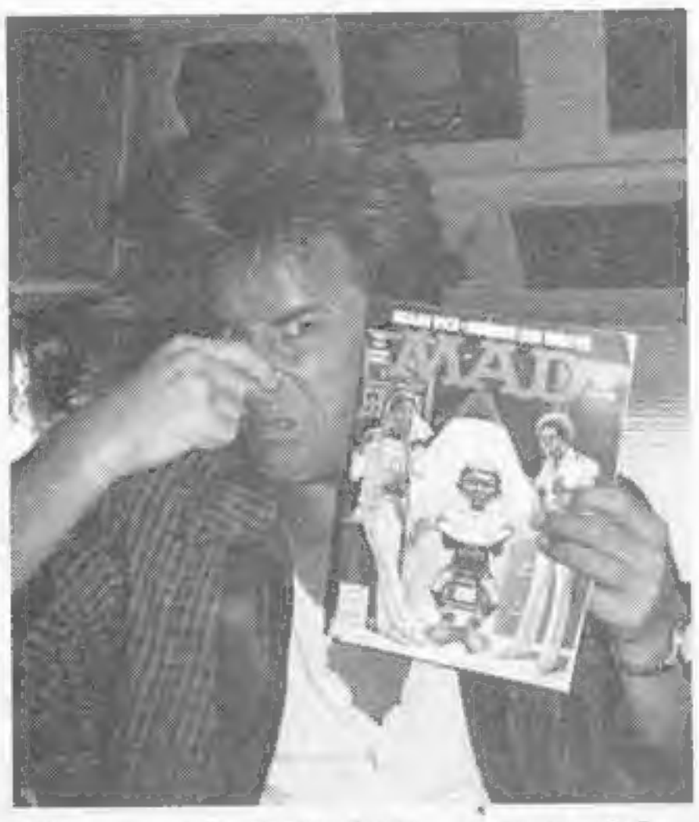
Devin Hesse
Chester, VT

**Good Question! MAD stands for the right of Americans to put whatever they want in a microwave oven. The belief that no matter what your race, religion or nationality, you can still be tracked down by a collection agency. The freedom to question why Lucille Ball ever tried to make a comeback on network TV. But mostly, MAD stands for these silly paragraphs we write in response to stupid letters like yours! —Ed.**

### MIAMI WRITES

I've been on the cover of magazines of all kinds, from *Time* to *Rolling Stone* to the *Star* (who's counting??). But I must say that being featured on the cover of MAD was a thrill unlike the others. THE BIG TIME!

Don Johnson
Miami, FL



***Miami Vice*'s Don Johnson reads our spoof of his show in MAD #261...and reacts!**

### A LOTTO LETTERS

Your "Realistic State Lottery Scratch-Off games" in MAD #270 are just like real lotteries: Unwinnable!

M. Roplex
St. James, NY

MAD's "Realistic State Lottery Scratch-Off games" are pretty clever, but you forgot the most obvious one: Scratch off three funny articles in MAD and win!

Irvin Schonbrun
Vancouver, Canada

**...Or how about: Try to scratch-off one funny letter from anyone in Vancouver (the Bayonne of the Great White North)! —Ed.**

Help! I can't get the MAD Fold-In in issue #270 to come out right! Every time I crease the page, little pieces of silver flake off! What am I doing wrong?

Jon Slobins
Damascus, MD

**Do we look like doctors? Obviously your problem is not really with the Fold-In. So you see "little flakes of silver," do you? What do you see when you turn the other pages of MAD? Did you find a live chicken on page 37, hmmm? We beg you to seek professional help. —Ed.**

### "CELEBRITY MADBALLS"

We have one more "Celebrity Madball" that you forgot to include in MAD #269.

Adam Cousins
Alex Bajoris
Ridgefield, CT

**Bruised Springsteen**

### ART DEPRECIATION

Using my computer, I have solved one of the great mysteries in the history of art. I can now bravely assert that the model for da Vinci's "Mona Lisa" was none other than Alfred E. Neuman! When juxtaposed, their nose, mouth, chin, eyes and forehead match to an amazing degree! This is certain to set off tremors in the art world.

Tony Power
Grand Falls, Newfoundland

**Mona E. Lisa?
You decide.**

### LET US PRAISE?

MAD is one of the greatest magazines around. Anyone referring to MAD as a vehicle for Satan is grossly misinformed. Now that I have complimented your magazine and mentioned Satan, I guess I will get my letter published.

Gerry Downs
Jeffersontown, KY

I hadn't read MAD in 13 years, but as a teenager in the early 70's Alfred E. Neuman was my idol and MAD was my bible (much to my parents' dismay)! I recently bought a copy and I was delighted to see that none of the sting has gone out of the biting wit and merciless satire that I remember so well. I have donated a copy of MAD to a time capsule being assembled here in Ontario.

Kathryn Kurschinski
Ontario, Canada

**Kathryn, you had no taste then, either! —Ed.**

**Please Address All Correspondence To:
MAD, Dept. 272, 485 MADison Avenue
New York, New York 10022**

**MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope or a note congratulating Bill and Anne on their marriage!**

With the 1900's winding down and a new century fast approaching, we historians at MAD figure now's the time to take stock of the last 1,000 years or so by giving our readers the opportunity to tell us what they think the highlights of human existence have been. So, why not sharpen your pen, pull the cap off your pencil and get ready to take MAD's...

# BEST OF THE MILLENIUM

## *(1000 A.D.–2000 A.D.)*

# READER'S POLL

WRITER: MIKE SNIDER

1. Best Century
2. Best political revolution
3. Best recording of "Long, Tall Sally"
4. Best solar eclipse
5. Best wife of Henry VIII
6. Best book by Jackie Collins
7. Best chicken joke
8. Best geological erosion
9. Best man-made ecological disaster (will be held open for last-minute nominations)
10. Best battle of the Hundred Years War
11. Best plague
12. Best male vocalist (Pop/Rock)
13. Best female vocalist (Pop/Rock)
14. Best neuter vocalist (Gregorian Chanting)
15. Best Lite Beer commercial
16. Best-pillaged village
17. Best invention
18. Best-worded question of the Spanish Inquisition
19. Best historical trend
20. Best moat
21. Best funny caption for Rodin's "The Thinker"
22. Best Pope
23. Best Crusade
24. Best hoagie
25. Best gothic cathedral
26. Best suburban shopping mall
27. Best English translation (Greek drama)
28. Best English translation (German opera)
29. Best English translation (American Pop/Rock lyrics)
30. Best Prussian general
31. Best Polish joke
32. Best "exit line" by a religious martyr
33. Best dungeon
34. Best NBA Playoff series
35. Best broken treaty
36. Best way to lure the Spanish Armada into a trap
37. Best Bob Hope special
38. Best dictator
39. Best monarch
40. Best Navajo medicine-man
41. Best pastry named after a European ruler
42. Best TV mini-series
43. Best appearance of Halley's Comet
44. Best appearance of Bill Haley and the Comets
45. Best appearance of Josephine the Plumber in a commercial for Comet cleanser
46. Best guillotine maker
47. Best serf
48. Best Pointer sister
49. Best Serbo-Croation fashion designer
50. Best weight-loss diet (voluntary)
51. Best mobile home park
52. Best disease brought by Europeans to the New World
53. Best dancer (Broadway)
54. Best dancer (African fertility rite)
55. Best Aztec virgin-sacrifice altar
56. Best smurf
57. Best rumor about Richard the Lion-Hearted
58. Best recipe for bread-and-gruel
59. Best production of "Cats"
60. Best reform of the Reformation
61. Best argument against Galileo's theory that the Earth revolves around the Sun
62. Best voyage of Magellan
63. Best episode of "The Love Boat"
64. Best incorrect explanation of "$E=mc^2$"
65. Best-sounding excuse for the invasion of Grenada
66. Best sculpture (Italian Renaissance)
67. Best painting (French Impressionist)
68. Best graffiti (Brooklyn Restroom)
69. Best medical breakthrough
70. Best Japanese auto
71. Best Godzilla movie
72. Best merchandising spin-off of "Garfield"
73. Best dentist (pre-Novocain)
74. Best vintage of Chateau Mouton-Rothschild
75. Best flavor of Kool-Aid
76. Best coronation
77. Best date
78. Best silly non-sequitur in a 'Best of the Millenium' poll

*Please answer* **all** *questions on a separate piece of paper. Incomplete answer sheets will not be included in the results, which will appear in an upcoming issue of MAD.*

**SEND ANSWER SHEETS TO:**

MAD

**DEAD LETTER OFFICE**
**485 MADISON AVE.**
**NEW YORK, NY 10022**

**ALIEN LIFE FARCE DEPT.**

**Ah, just what the TV world was waiting for! A new sitcom about a dull family with wise-cracking kids! What will they think of next? In this new series, some viewers like what they thought of next! Frankly, we find this dog of a show simply...**

I'm **Silly Shammer,** the **head** of this household—that is, if no one **minds!** I'm sort of a **wimp,** but someday I hope to be **real macho,** like my **idol, Pee Wee Herman!**

I'm **Mate,** Silly's **wife!** I married Silly because he's a very **undemanding** husband! We haven't made love in **years!** But maybe someday his **headache** will go away! God, I **hope not!**

**I'm Lame,** their 16-year-old **daughter!** My parents are too **drippy** for words! But I **cover** for them! I tell all my friends that I'm **adopted!**

I'm **Brian,** the six-year-old! Guess what? My **prayers** have been **answered!** I asked for a **dog** and God **threw** one **through** the **garage roof!** Pretty **weird,** huh? But the **neat** part is, I don't even have to **walk** him!

BUFFALO BILL®

THAD MUMFORD HIGH

BORING.

# ARFUL

ARTIST: MORT DRUCKER
WRITER: DICK DEBARTOLO

**Hey!** Up **here!** It's me, **Arf!** You want to know what's **really weird?** I just came **crashing** through this **garage roof** at the speed of light and not **one** of their neighbors came out to see what all the **noise** and **excitement** was about! You'd think this was **downtown Beirut** or something! Actually, they should **thank me!** I just installed a space-age **skylight** in their garage roof for **free!** Ha! **No problem!**

"UP THE ACADEMY" BY TOM SWIFT

I say we **report** the **alien** to the **Government!**

Let's give him a **little** more **time!**

Exactly **how much** time?

**Thirteen weeks!** If he works out, we'll **keep** him for the **whole season!**

Hey, these American sitcom families are **all heart!**

Hey, folks, **simmer down!** Let me **explain** why you **shouldn't** get rid of me! If you were a **black family** with wise-cracking **black kids,** they'd say you were **ripping off** the "**Cosby** Show." If you were a **white family** with wise-cracking **white kids,** they'd say you were **ripping off "Family Ties." White** family, **black** kid, **"Webster"!** But a **white family** with an **ORANGE kid—Bingo!** It's **never** been done **before!**

Why did you pick this place to land?

Well, I first landed in Philadelphia and was bored out of my skull! Then I landed in New York and two muggers almost cracked open my skull! This place seemed safe 'cause my ship's sensors indicated that California has the highest concentration of hairy freaks on the whole planet! I'll blend right in!

What on earth do you eat?

Sodium caseinate, dipotassium phosphate, diglycerides! You know, the usual!

Where can we find stuff like that?

No problem! Any non-dairy creamer will do! That's what they're made from!

Mom, Arf has a fever! It's 99 degrees!

That's not very sick, dear. Normal temperature is 98.6 degrees!

It so happens, Dr. Killjoy, my normal temperature is 32!

Gee, I wonder what 200 veterinarians trapped on a desert island would recommend?

For 200 veterinarians trapped on a desert isle, I'd recommend a new travel agent!

There's the bell, I think...

# DA DE DUM DE DUM!

Richard Dryface! How'd you get here so fast? We only thought about sending for an expert on aliens one panel ago!

I've developed this sixth sense! I know just where to go for a GROSS encounter of the WORST KIND!

I can help, but I'll need plenty of natural elements! Bring me dirt—and water—we must mix them together!

But that will make mud!

So, I see you're versed in the secrets of Intergalatic communication too, Mrs. Tammer!

Intergalatic communication? She doesn't even know how to dial the code for Sprint!

More water! More mud! This mountain should attract a space vehicle!

In your case, buddy, I hope it attracts a good psychiatrist, 'cause you need one!

Is all **this** really **helping** Arf?

Who knows! But it's helping **me!** I have an overwhelming **desire** to build this **weird form** no matter where I go!

If this clown really knew **anything** about aliens, he'd **know** what to bring a **sick** one— **flowers** and a box of **chocolate-dipped cats!**

**Who** was that at the door, dear? Another alien **expert?**

No, it was **Jim Henson!**

With some good **advice?**

No, with a ten page **subpoena!** What is **"copyright infringement"** anyway?

FAT IS GOOD!

**WHERE'S THE ALIEN??? WHERE'S THAT ACID-DRIPPING, FLESH-EATING, DAUGHTER-ROBBING SLIME BUCKET?!?**

**This** is the alien and he needs **help!**

**I CAN HELP! I KNOW HOW TO DEAL WITH ALIENS!**

Who is this broad? **Libya's** entry in the **Miss Universe Pageant?**

BLAM!

BLAM!

BLAM!

CLICK...

CANDY

These creeps **burst** from your **belly,** but this is the first one I ever saw land on a **coffee table!** You will **not** board my ship! You will not **infect** my crew! **Seal off** the tunnels! The only **good** alien is a **dead** alien!

First the garage gets **wrecked,** now here goes the **living room!!!**

This chick makes **Rambo** look like **Mr. Rogers!** Get her **out of here!**

Why, it's **Dr. McGoy** from the Starship **Boobyprize!**

You said you needed **medical advice** about a space **creature,** well, here I am! Where's the **patient?**

**Here** he is, doctor!

**Eek gads!** He looks like **Cookie Monster** with a bad **nose job!**

Can you **fix** him up, please? **Please!**

**Dammit** kid, I'm a **doctor,** not a **veterinarian!** On my last mission I had to take care of **whales!** Now they give me a stuffed animal with a **thermos bottle** for a **nose!** Spotty, **beam me up!**

Wait! If you can't **help** Arf, can you at least **fix** his **spaceship** so he can return to his beloved **planet** of **Melitormé?**

That's an **engineering** question! **Spotty,** what do **you** think?

Oh, **forget it,** doctor! The **micro-phasers** and **thrust blasters** haven't been overhauled in a **fortnight!** These **engines** will **blow** at **warp speed.** This ship is a **goner!** And, I'm afraid, so is **Arf!**

Look! It's **E.T.!** We're **glad** you're here! Can **you** give Arf a **hand?**

Not a **hand,** but E.T. can give Arf the **finger!**

Just **watch** the finger, **Frog Face!** During my last physical exam, a **proctologist** gave me a **finger** that almost landed me here light years **before** my ship!

Strange. E.T. **finger** not seem to work **miracle!** May E.T. **phone home?**

For **clarity** when phoning home, especially **Long Distance,** use **A.T.&.T.!**

Speaking of clarity, what the **hell** is **Cliff Robinson** doing in **my** show? Hey, Cliff! **Beat it!**

AT&T

**Dad...** is that **you,** Dad...?

**Jumpin' Jabba!** I would take this **dog** back to the **pound** and get yourself a **pedigree!** This **mutt mutation** is **ugly!**

He's an **alien** and he needs your **expert help** and **advice,** Chewbacca!

**Advice!** I'll give him **advice!** Insist on at least **35%** of any game or lunch box **royalities** and 40% on any TV **cartoons** or feature film **spinoffs!** In **cash!**

YES

YES

YES

NO

NO

NO

NO

NO

Oh good, we **finally** get a **real** doctor! **Dr. Ruse** is here!

Dr. Ruse, this alien is **sick!** We're turning to **you** as a **last resort!**

What **SEX** is the alien?

I don't **know!** And watch your **mouth!** No one has said **s-e-x** in **this** house in **years!**

Or even **knows** what it **means!**

Ve vil have to **shave** this thing!

**WOW! KINKY!**

**Vait a** minute! This creature must come from an **advanced** civilization! It doesn't **need** to be shaved! Look, it has a **full body zipper!** Now **that** is **real KINKY!**

Why it's **Simon McKay! The Wizard! Why** in the **world** did you **dress up** in a **fake fur** and **pretend** to be an outerspace **alien?!?**

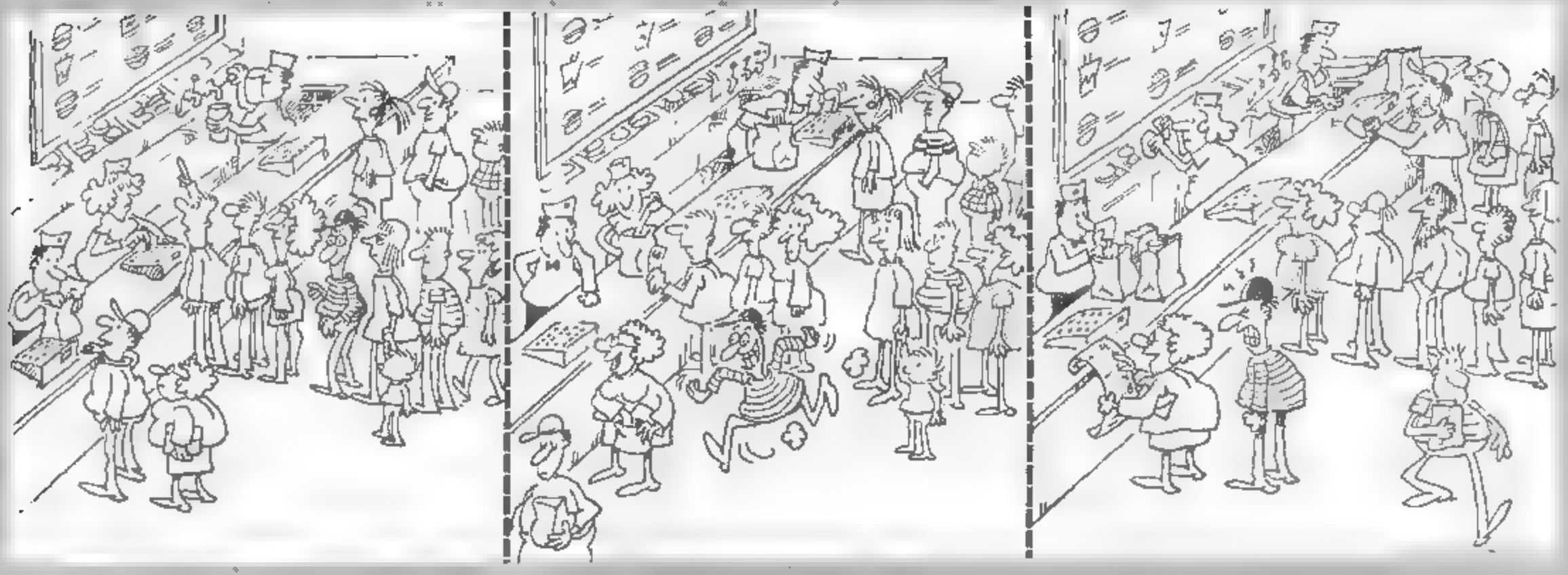
Because as the **Wizard,** I was able to conjure up everything **except** decent **ratings!** And since renewal of **my show** would be a **real miracle,** I thought I better start **moonlighting** on a show that had a better **chance** of **survival!** You know how **show biz** is, if your show gets **cancelled,** you're **treated** like an **alien.** At least **this** alien has been getting some decent **Nielsen ratings!**

So, **Simon... Your** place or **mine?**

Notice that even **without anyone** inside of me, I still have more **personality** than **anyone** else in this **entire** family!

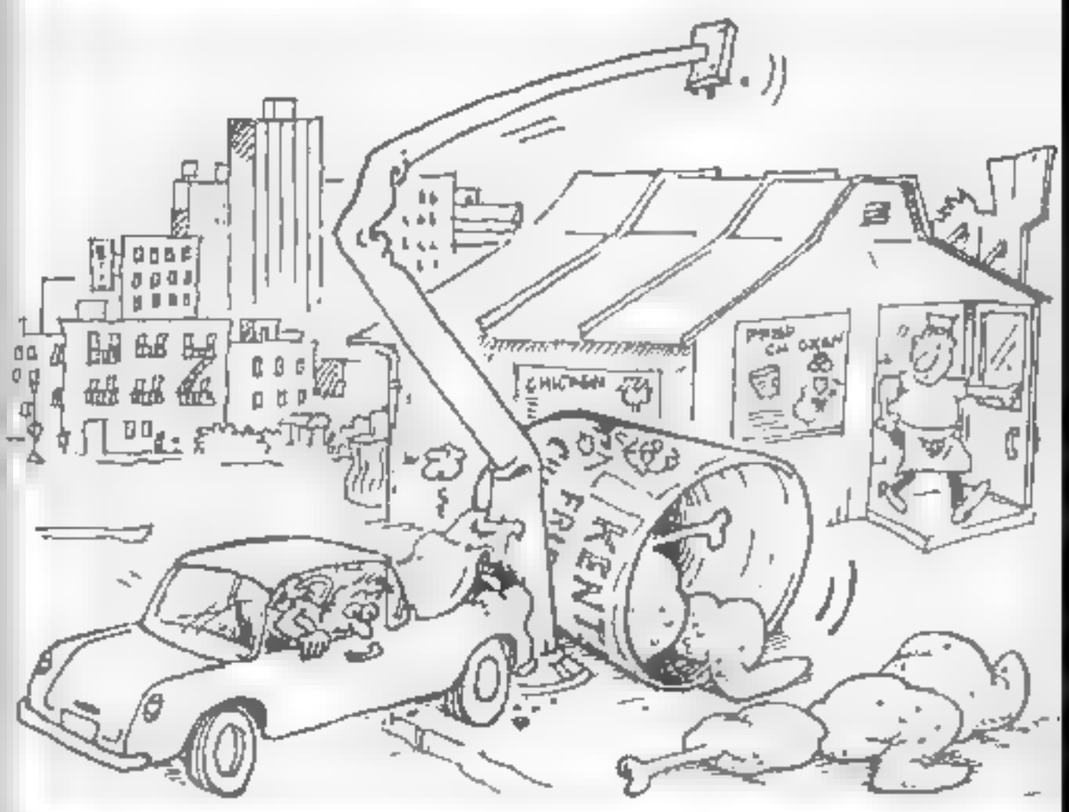
SERGIO ARAGONES DEPT.

# A MAD LOOK AT FAST F



ARTIST AND WRITER:

# OOD




SERGIO ARAGONES

A SERVING OF SPARE FIBS DEPT.

We all do idiotic, embarrassing things. Then we try to blab our way out with excuses that are even more idiotic. Why? Because when you wait till the last minute, you concoct lousy

# MAD'S ALIBIS FO

## TO POLICE

ARTIST: JACK DAVIS WRITER: TOM KOCH

WANTED
13
PRECINCT
DDS
I only carry burglar's tools so I won't have to wake my folks if I lose my house key.
I was at Yankee Stadium for the entire evening, and all 26,424 fans can verify that.
I said that it's my first of fense because I didn't realize you're counting felonies, too.

## TO COACHES

1943
When I mentioned those statistics, I meant that my lifetime fielding average is over .300.
I figured scoring for the wrong team would throw those guys off guard for the rest of the game.
I didn't play my best because my guidance counselor said I must stop being so competitive.
PU
COACH

## TO EMPLOYERS

I didn't show up for work that day because I honestly thought Halloween was a legal holiday.
I'd have brought that to your attention but I didn't want to make trouble for You-Know Who.
Obviously you and I interpret *Employees' Rights* Paragraph No. 78.9 in two different ways.

lies! So we say, "Be prepared!" Memorize some good alibis! But don't be caught reading this article—because we won't be able to help you! *That* kind of goof-up is not covered in...

# R ALL OCCASIONS

## TO PARENTS

There was no way I could have known it was after curfew because a mugger took my watch!
I purposely left my clothes on the floor to help insulate the room and cut your heating bill.
A prowler must have broken in and left all those copies of *Penthouse* on my closet floor.
GO GIANTS

## TO SWEETHEARTS

I know we made a commitment to each other, and all the rest of the people I date respect that.
Normally I wouldn't ask you to pay, but my credit's so good at most places I don't carry cash.
The lipstick stains are from a female paramedic who goes around saving lives with free demonstrations of artificial respiration.

## TO TEACHERS

I did not write that term paper for fear it would be so good I'd set a standard that I couldn't live up to.
I took yesterday off because I thought nobody cared. But now that I know you missed me, it was completely worth it.
That excuse note doesn't look like my mother's handwriting because she's sick in bed with exactly the same thing I had.
Teacher

DON MARTIN DEPT. PART I

# ONE FINE DAY IN NORTH CALAMARI

# SPROINGACHONK

ARTIST· DON MARTIN WRITER DON EDWING

RENTAL INSTITUTION DEPT.

**Did you really think that video store owners get to be the way they are all by themselves? Naw... They need *help!* And *help* comes their way via a *trade magazine* like...**

# THE FLIM FLAM FILM MAN

## The Magazine for Videocassette Rental Store Owners

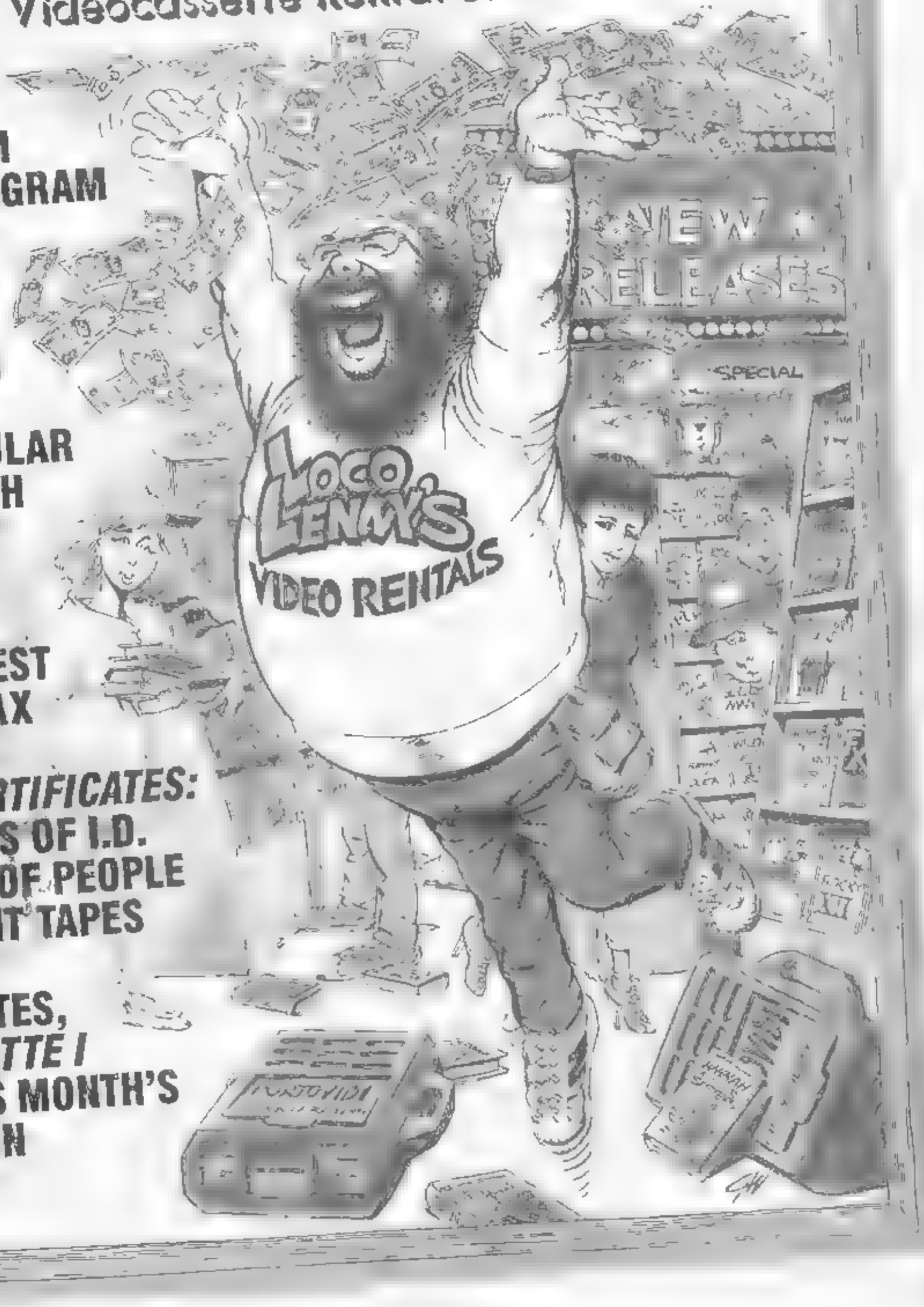
***COMPUTER ERRORS!***
**HOW TO UTILIZE THEM IN YOUR BILLING PROGRAM FOR EXTRA PROFITS**

**TITLES YOU SHOULD BE OUT OF STOCK ON**
***OR***
**THE TEN MOST POPULAR FILMS OF THE MONTH**

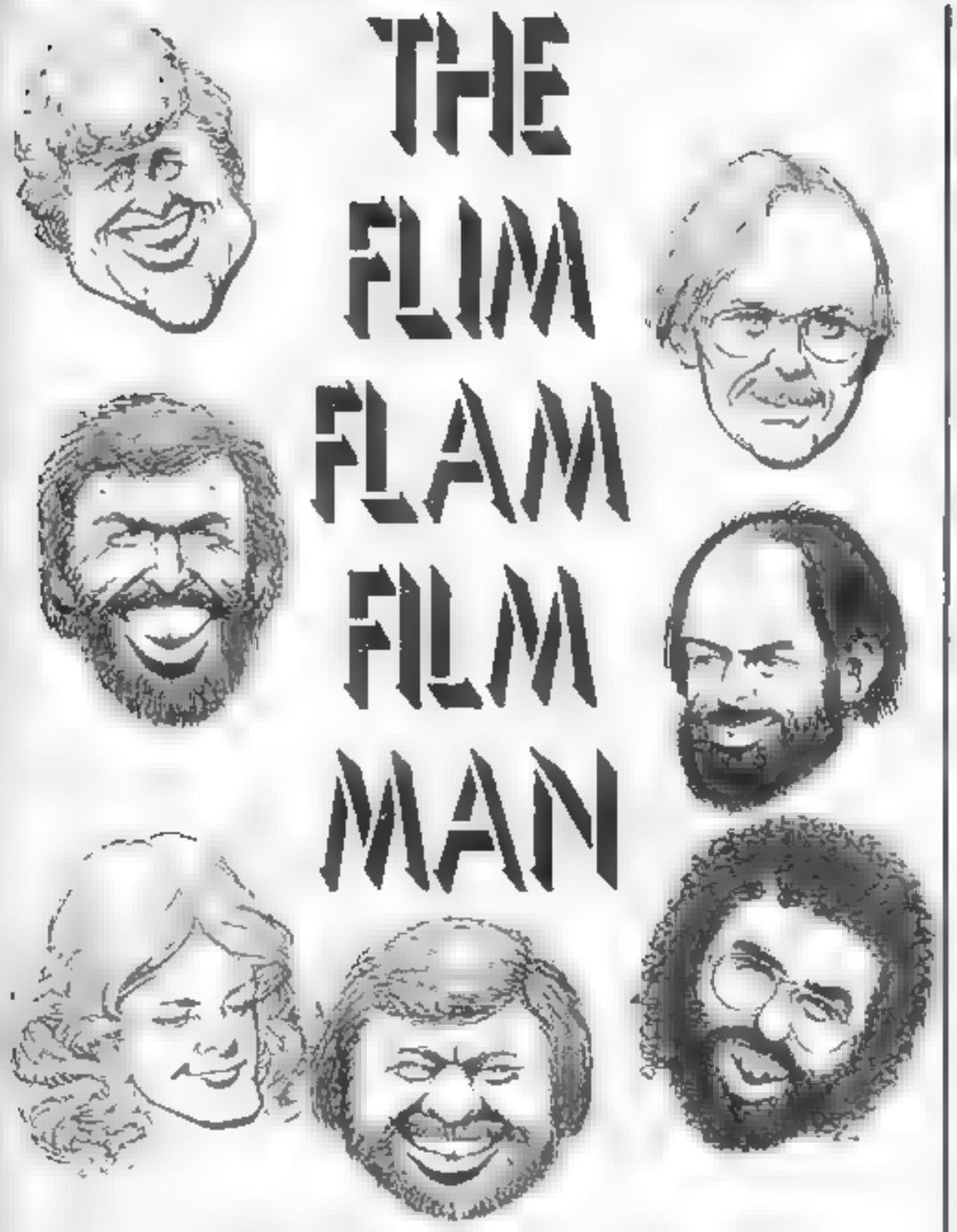
**50 SNIDE REMARKS YOU CAN MAKE TO PEOPLE WHO REQUEST MOVIES ON BETAMAX**

***BEYOND BIRTH CERTIFICATES:***
**10 OBSCURE PIECES OF I.D. YOU CAN DEMAND OF PEOPLE WHO WANT TO RENT TAPES**

**A CUSTOMER WRITES, *"I GOT THE CASSETTE I RESERVED"*—THIS MONTH'S FICTION SELECTION**




ARTIST: GEORGE WOODBRIDGE WRITER. STAN HART



# THE FLIM FLAM FILM MAN

## The Magazine for Videocassette Rental Store Owners

V.C. ARR ....*Publisher*
V.H. ESS ....*Editor*
BETTY MAX ....*Asst. Editor*
T.D. KAY ....*Tape Editor*
MAX ELL ....*Asst. Tape Editor*
RE WIND ....*Back Issues*

# VIDEO RENTAL CONTRACT OF THE MONTH

**Each month the *Flim Flam Film Man* prints a contract that we think best demonstrates what a video rental agreement is supposed to do: confuse and mislead customers without promising anything on the part of the store! This month's contract was sent in to us by Fred Vague of Vague Video in Omaha, Nebraska.**

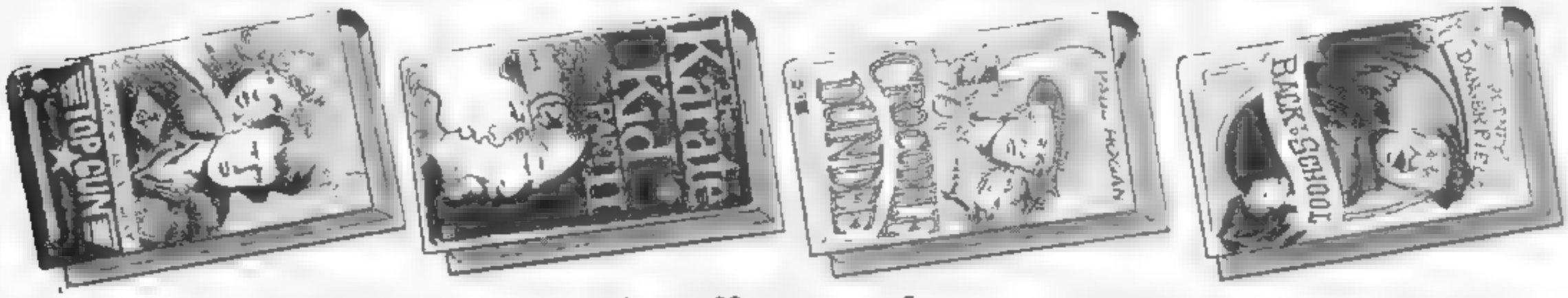
## *Video Rental Agreement*

It is agreed that this store is not responsible for any damage our cassettes may do to your VCR. However, the customer *is* responsible for any damage, real or imagined, as determined by us, that has been done to any cassette you rent, or handle in the store, or look at, or even think about when away from the premises.

We have the right to cancel this contract whenever and for whatever reason we so determine without refunding any part of the video club membership fee. In addition, the customer agrees not to read this contract before signing it or else incur a 50% penalty.

_____ _____
Signature Date

# THE LATEST HIT MOVIE CASSETTE TITLES—$10 EACH!!




**How can we bring you these top-grossing box office giants for only $10 a shot? Simple—we sell you the cardboard sleeves, not the videocassettes! You can put any tape you want into the sleeve—like "The Joys of Calculus" into the sleeve for "Top Gun." Your customers won't know until they get home! Then, if they return to complain, you can accuse them of switching tapes themselves, tell them it's a criminal offense and threaten to call in the F.B.I. unless they pay up! Either way, you win!!**

## ORDER TODAY

**Send a list of the movies you want empty boxes for along with $10 for each to:**

**Void Video, Inc.**
**P.O. Box 3000**
**Empty, Wisconsin**

# VIDEOCASSETTE REVIEWS
## (TURN MOVIE AWFULS INTO CASH DRAWERFULLS!)

**By Video Vic**

Hey, video store owner guys! As you all know, movies that looked like rigor mortis in theatres just a few months ago can be real hot rentals for you IF you know what to say to your customers about them. So, put these new cassette releases on your shelf, start repeating some of the lines we've provided for you, and the idiots'll gobble them up!

| **Vic's Review** | **What To Tell Your Customers** |
|---|---|
| **SHANGHAI SURPRISE**<br>Putting Madonna and Sean Penn in the same film is like multiplying zeroes. The only notable thing about this stifferoo is that Madonna finally wears her undies *beneath* her clothes! This film should go a long way in establishing Penn as next year's top trivia question. | *Unquestionably, one of the best films made in the last 10 years. If you don't take it, I'll watch it tonight—again!* |
| **THE MONEY PIT**<br>This flick stinks so much it should have been called "The Arm Pit." What Shelly Long lacks in charm, so does Tom Hanks. If you want to sleep, watch this dog. | *Steven Spielberg was the Executive Producer. Need I say more? It's the best!* |
| **POLICE ACADEMY 3**<br>This may be the last in the series of "Police Academy" films. After watching it, I don't think that the childish producers can count any higher. A real bow-wow. | *I couldn't stop laughing. My sides ached. The guys who made this film succeed where Woody Allen fails!* |
| **HOWARD THE DUCK**<br>"Howard the Yuck" is an example of an idea whose time will never come. George Lucas made this film, but he won't have to worry about his reputation. After all, how much bad word of mouth can 500 people generate? | *Incredible, terrific space fantasy from the George Lucas Studio. He made* Star Wars, *so how can you miss? Rent it!* |
| **SHORT CIRCUIT**<br>Fun-seeking teenagers play with a robot who seems to have more facial expressions than they do. This bomberoo stars Ally Sheedy, whose name sounds more like an Arabian curse than an American actress. | *Why this film didn't sweep the Academy Awards is beyond me...it's stupendous! Ally Sheedy is charming!* |
| **UNDER THE CHERRY MOON**<br>"Under the Cherry Bomb" is more like it. Prince starred in and directed this film. It is an homage to something larger than life—his ego. | *Robert DeNiro couldn't wash this guy's socks! What an actor! What a film! Rent it!* |
| **JO JO DANCER YOUR LIFE IS CALLING**<br>This turkey could have been titled "Richard Pryor, Your Career Is Dying." Pryor directed and starred in this picture that showcases his many talents. Unfortunately, it also showcases the limits of those talents—one of which is his inability to direct a film that makes sense. | *This picture is so good I was going to charge $2.00 more for the rental, but since you appreciate good films I'll give it to you for the regular price!* |

# BEGINNER'S CORNER

**This feature is presented in each issue of the *Flim Flam Film Man* to help new video store owners make bigger profits without having to provide better service. Use these handy tips and cash in big!**

## STORE HOURS

**Never open your video store before 10 AM. If you open up any earlier than that, people who rented movies from you the night before will be able to easily drop them off on their way to work. This way, if your customers have to work late, or are too tired when they get home, or just plain forget they have to return the videotape, you'll be able to charge them late fees! It doesn't take much to see how a $2 rental can become $4 or $6 in no time!**

## FILING TITLES

**Misfiling videocassettes is not an accident, it's an art. If you file correctly, your customer will go right to the title, take it and be gone. Don't let him off so easy! If you misfile, he'll browse through all your cassettes looking for his selection. After investing all that time, he won't want to come up empty-handed and will wind up renting any piece of trash you have on your shelf! The better you file your cassettes, the sooner you file for bankruptcy!**

## RENTAL SPECIALS

**Every week, check your local TV Guide to see if any movies you have in stock are being shown on TV. Then, a couple of days before they're broadcast, make those movies "rental specials" and rent them for half price. Your customers won't be able to resist a deal like that and you'll be squeezing a few last dollars out of the cassette, since no one rents a tape that's been on TV!**

## MEMBERSHIP CARDS

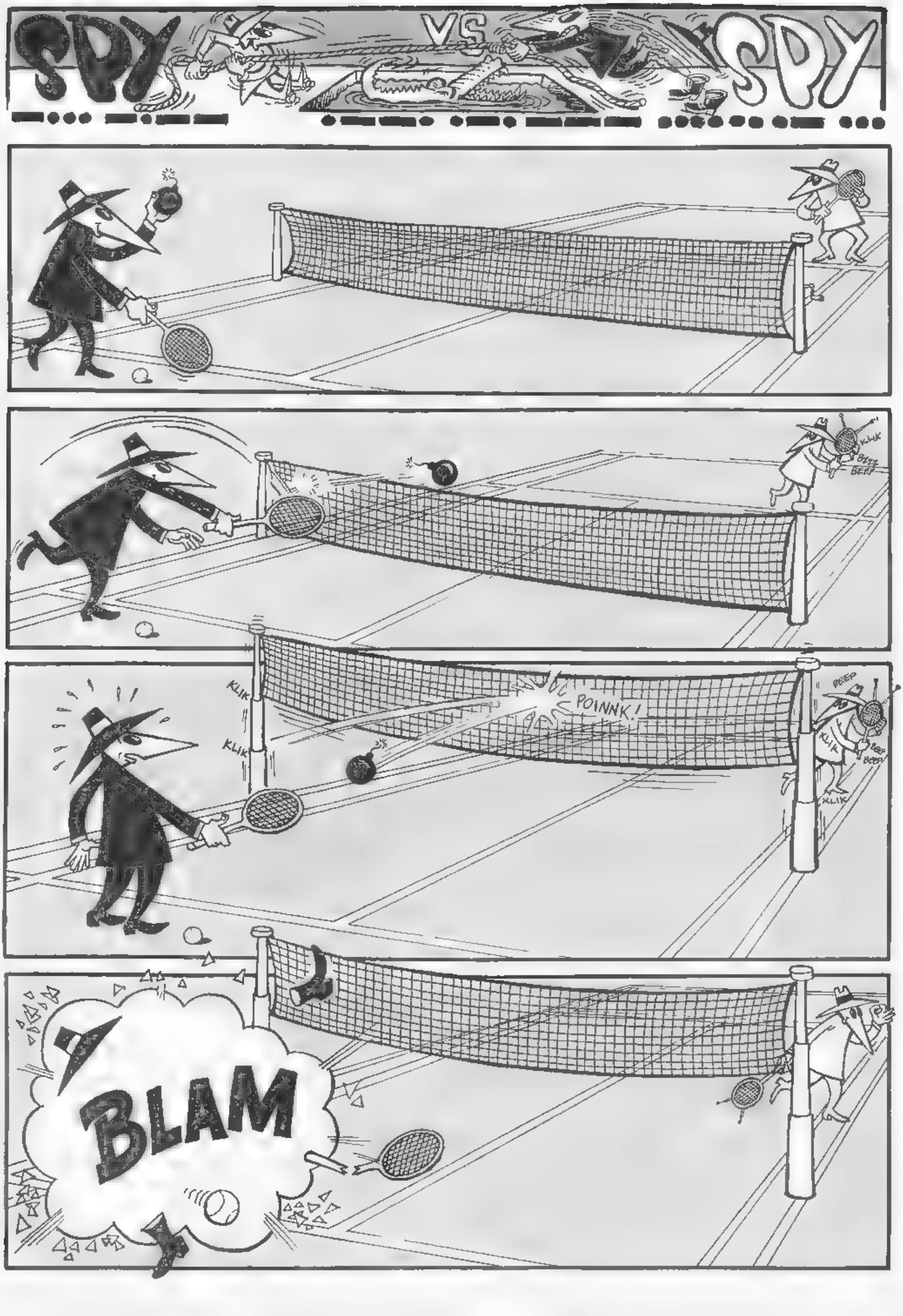
**Print your tape rental club membership cards on the flimsiest cardboard you can locate. They'll disintegrate much faster that way and then you'll have a chance to charge your customers high "lost card replacement" fees. Better yet, you can claim they never joined the club at all and force them to join again!**

## UPCOMING VIDEO RELEASES

**When you want to take a break from the pressures of running your store, nothing could be more relaxing and fun than playing "make believe" with your bulletin board. Just think of a movie that is currently a big hit and put the title on the board. Of course, since that movie hasn't been released on video yet, you don't have it in stock, but your customers don't know that! You then put their names on a waiting list, roll the list into a ball and toss it in the trash!**

## PHONE RESERVATIONS

**If a customer calls and wants a popular film that's currently being rented by someone else, tell them you'll put their name on your reservation list and hold it for them when it's returned. Then forget about it! If they come in, just tell them the film hasn't been returned yet and they'll rent something else. If the customer *doesn't* show up, tell them you were holding the film for them and now you're going to have to charge them for it just the same!**


SPY
VS
SPY
KLIK
KLIK
POINNK!
BEEP
KLIK
BEEP
BEEP
KLIK
BLAM

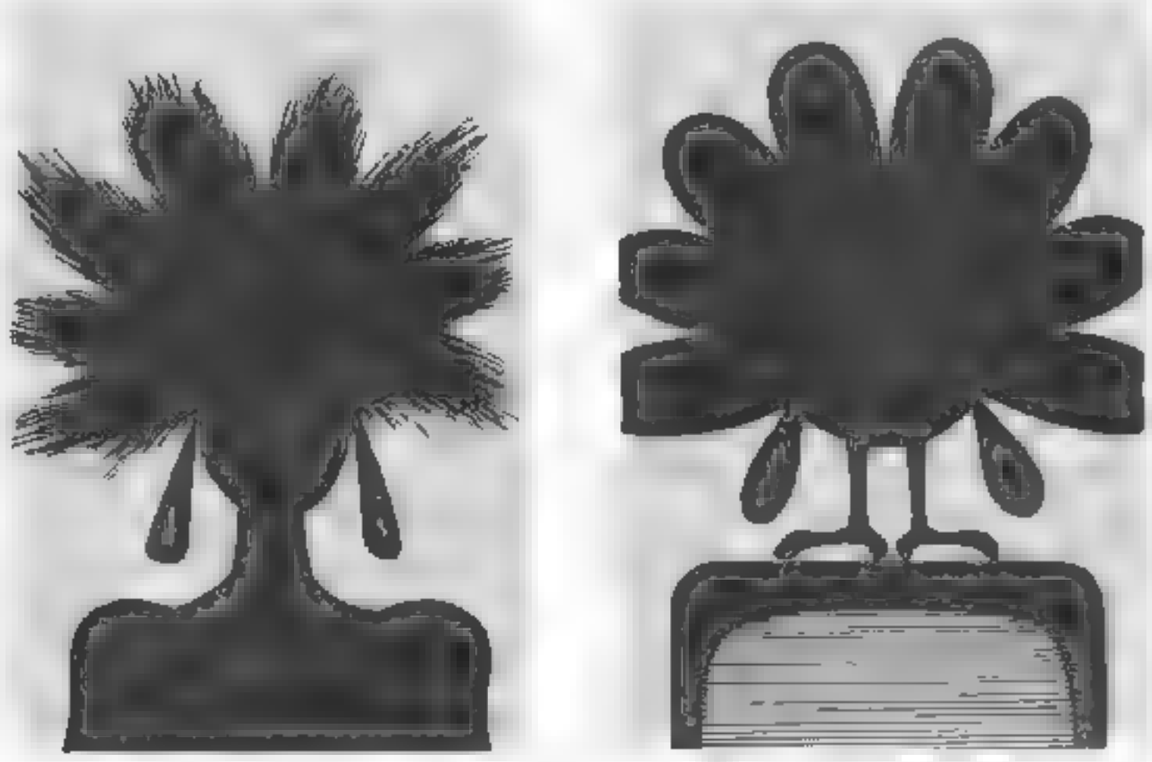
THE SHADOW STILL DOESN'T KNOW DEPT.

# MORE CELEB

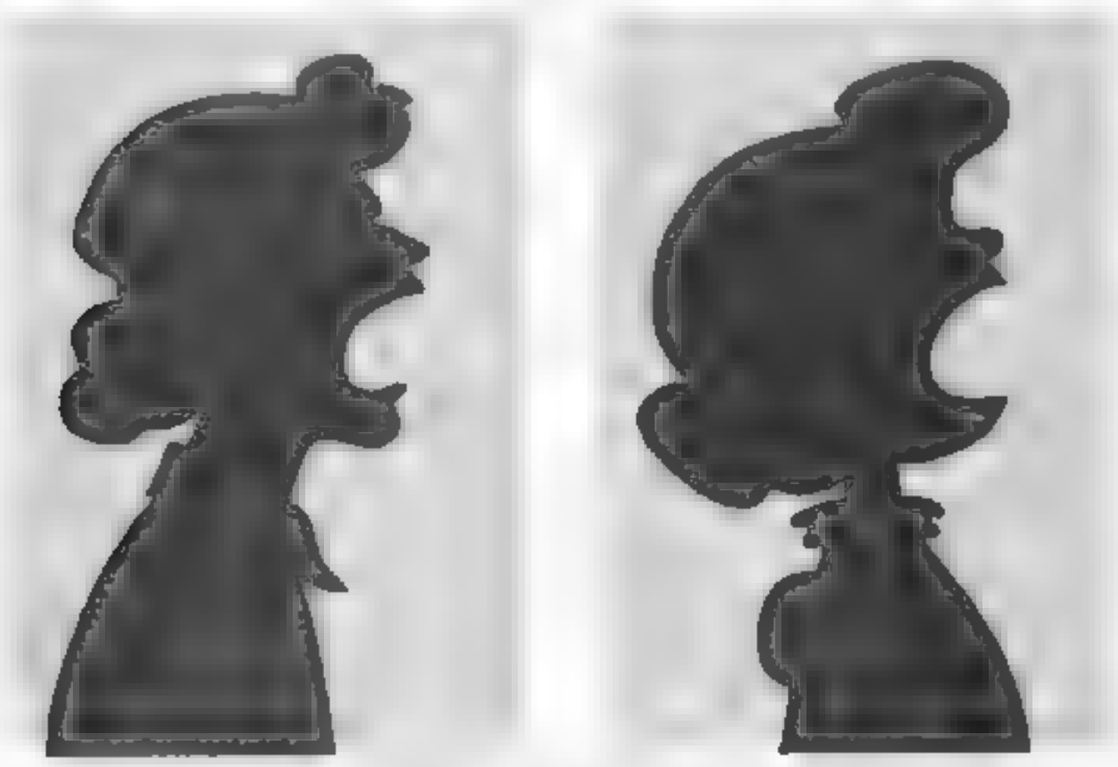
*Once upon a time in a magazine far, far away (actually it was MAD #257!), there was a thought provoking article (in fact, it was just plain silly!) that was the talk of everyone everywhere (our staff discussed it!). Due to overwhelming demand (one irate letter!) it was decided to do a sequel (we're desperate for new ideas!) and so, after much ado, here's...*

ARTIST· BOB CLARKE

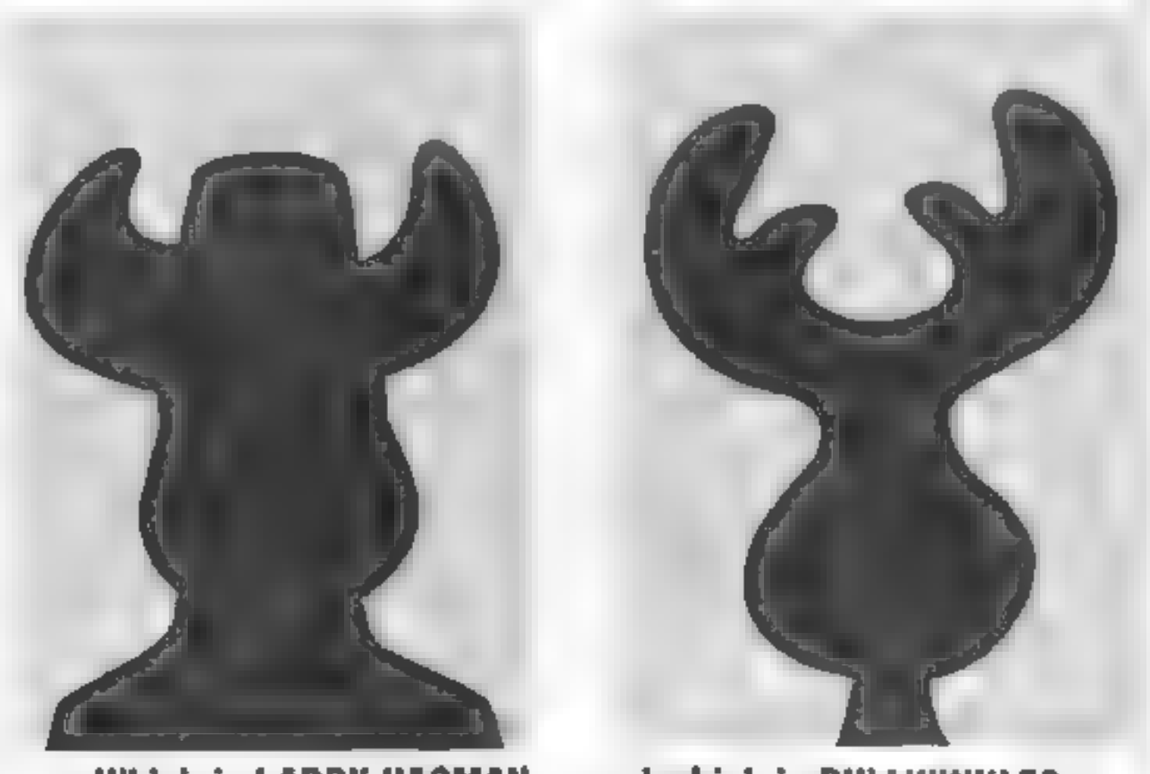
Which is SGT. SLAUGHTER... and which is SMOKEY THE BEAR?



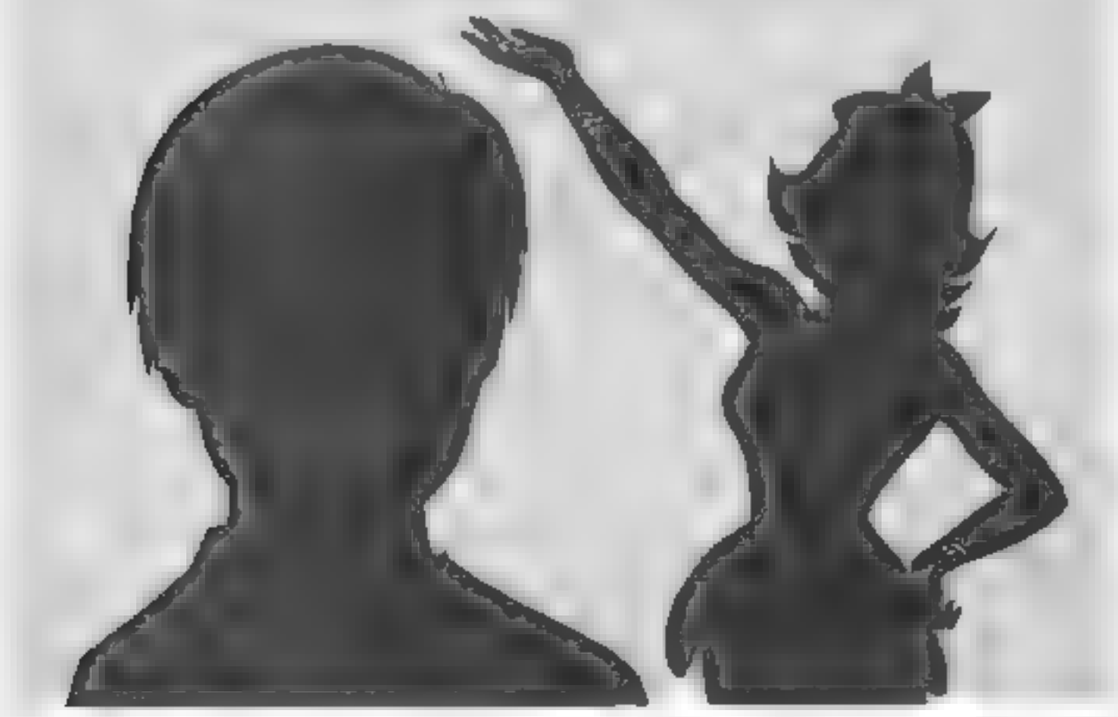
Which is CHER... and which is THE NBC PEACOCK?



Which is JOHN McENROE... and which is LUCY VAN PELT?



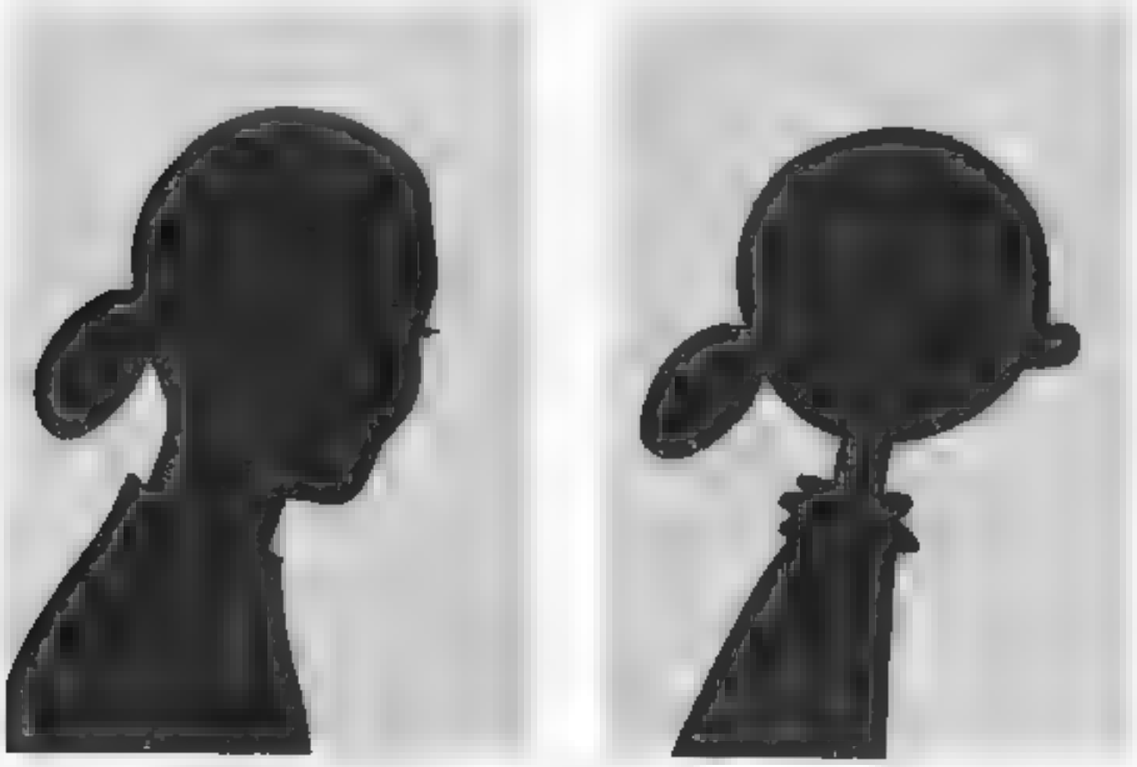
Which is LARRY HAGMAN... and which is BULLWINKLE?



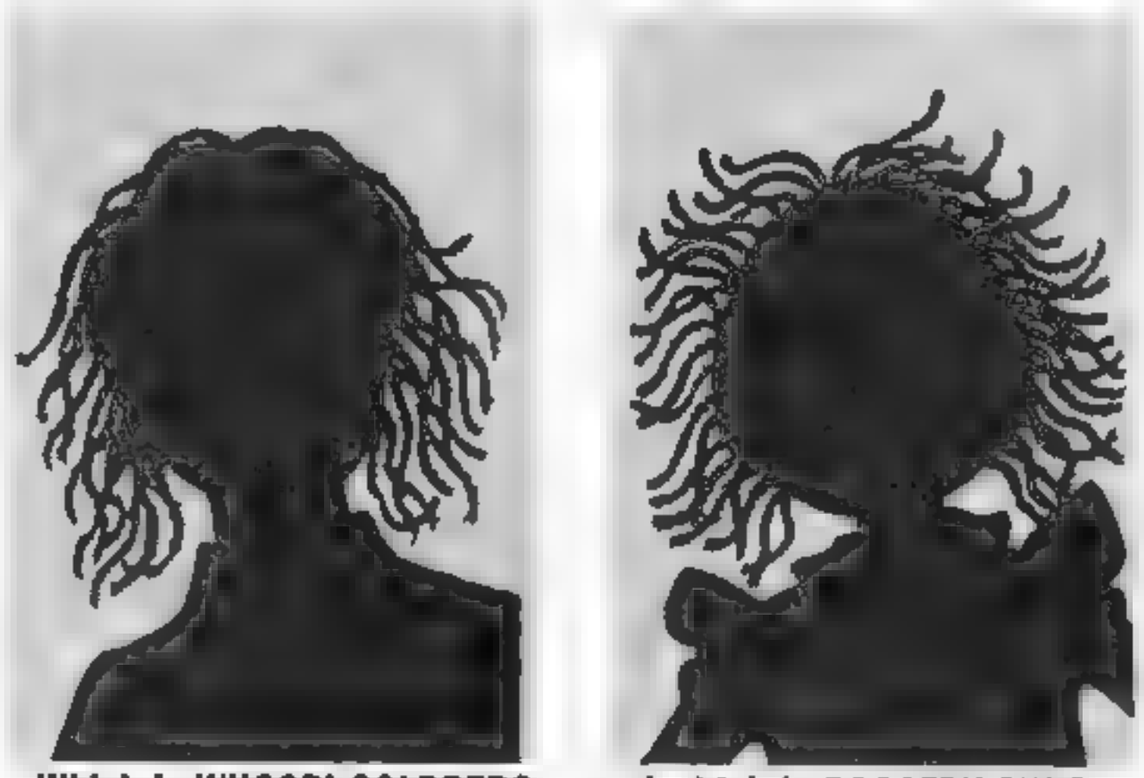
Which is PAT SAJAK and VANNA WHITE... and which is BARNEY and BETTY RUBBLE?

# RITY SILHOUETTES

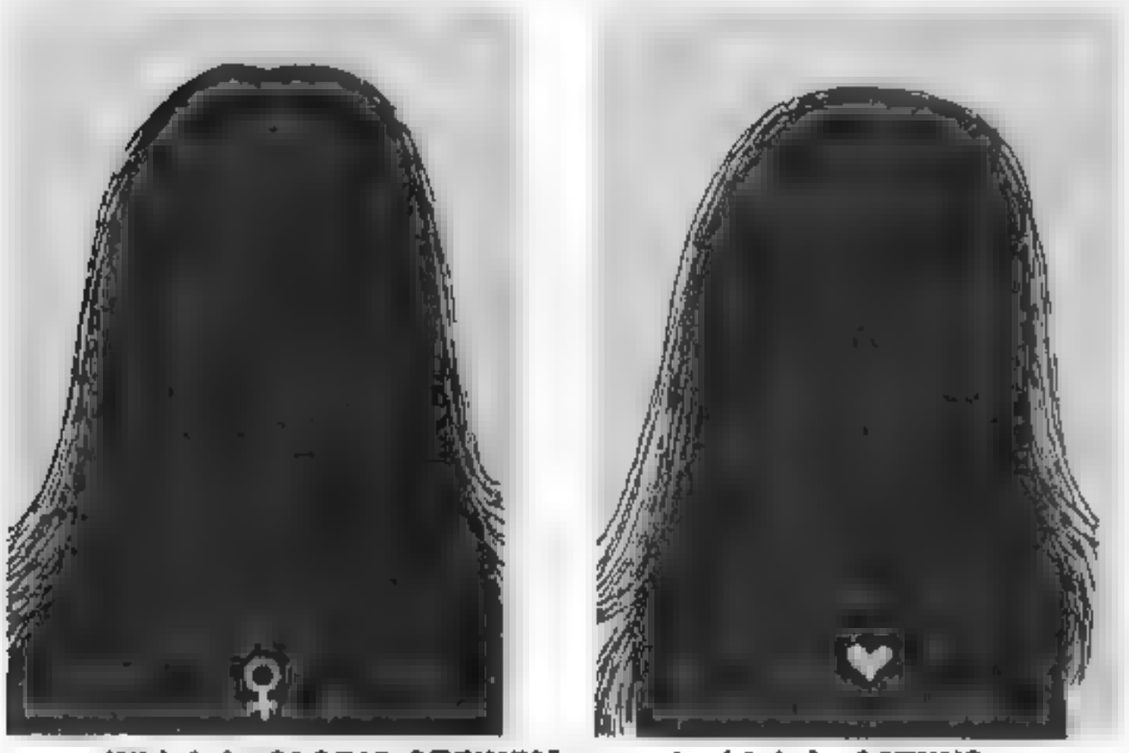
WRITER- RURIK TYLER



Which is SADE...and which is OLIVE OYL?

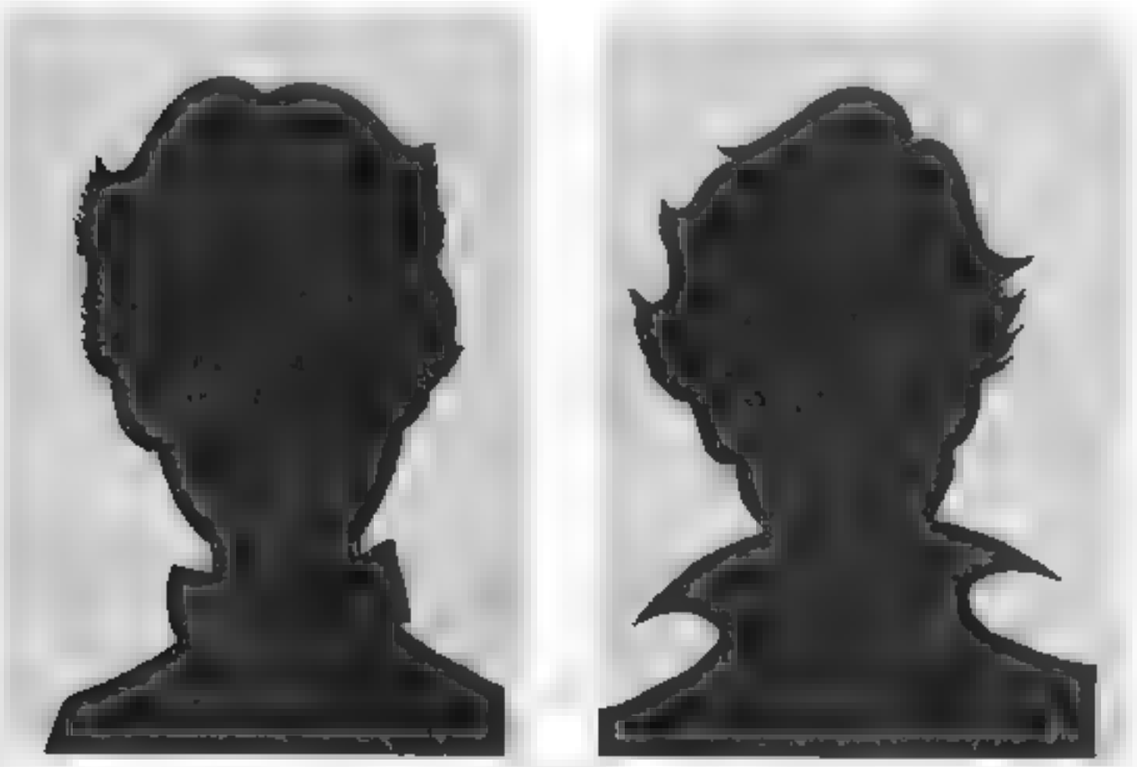


Which is WHOOPI GOLDBERG...and which is RAGGEDY ANN?

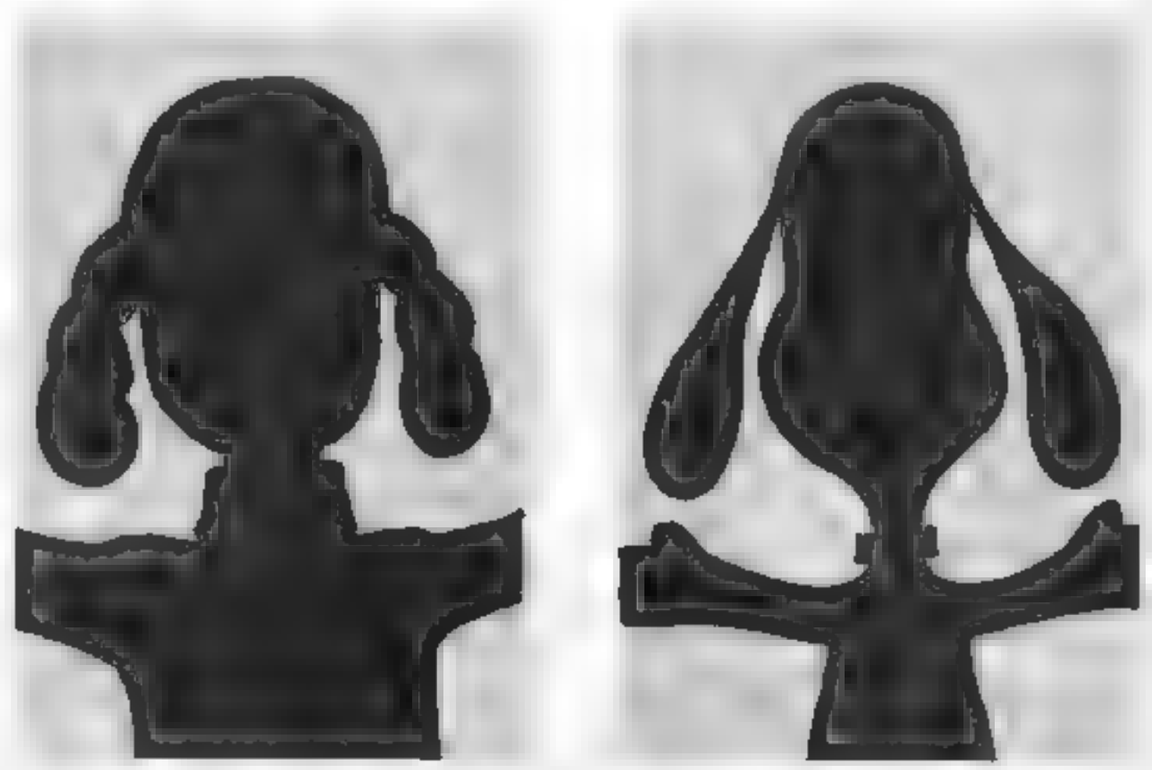


Which is GLORIA STEINEM...and which is CATHY?

Which is DAVID BRENNER...and which is OPUS?



Which is ORVILLE REDENBACHER...and which is THE JOKER?



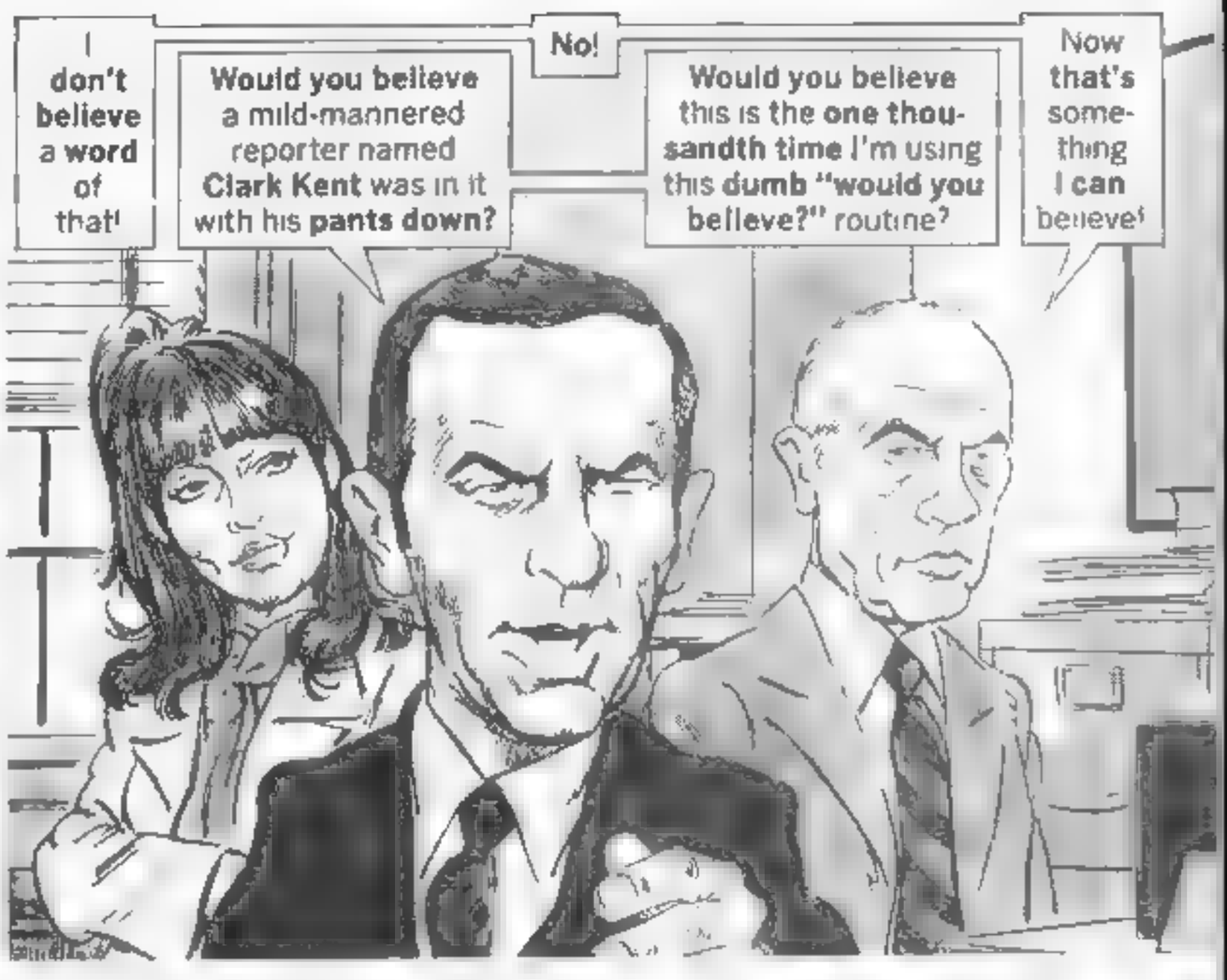
Which is THE COSBY SHOW'S "RUDY"...and which is SNOOPY?

A BAD CASE OF THE RE-RUNS DEPT.

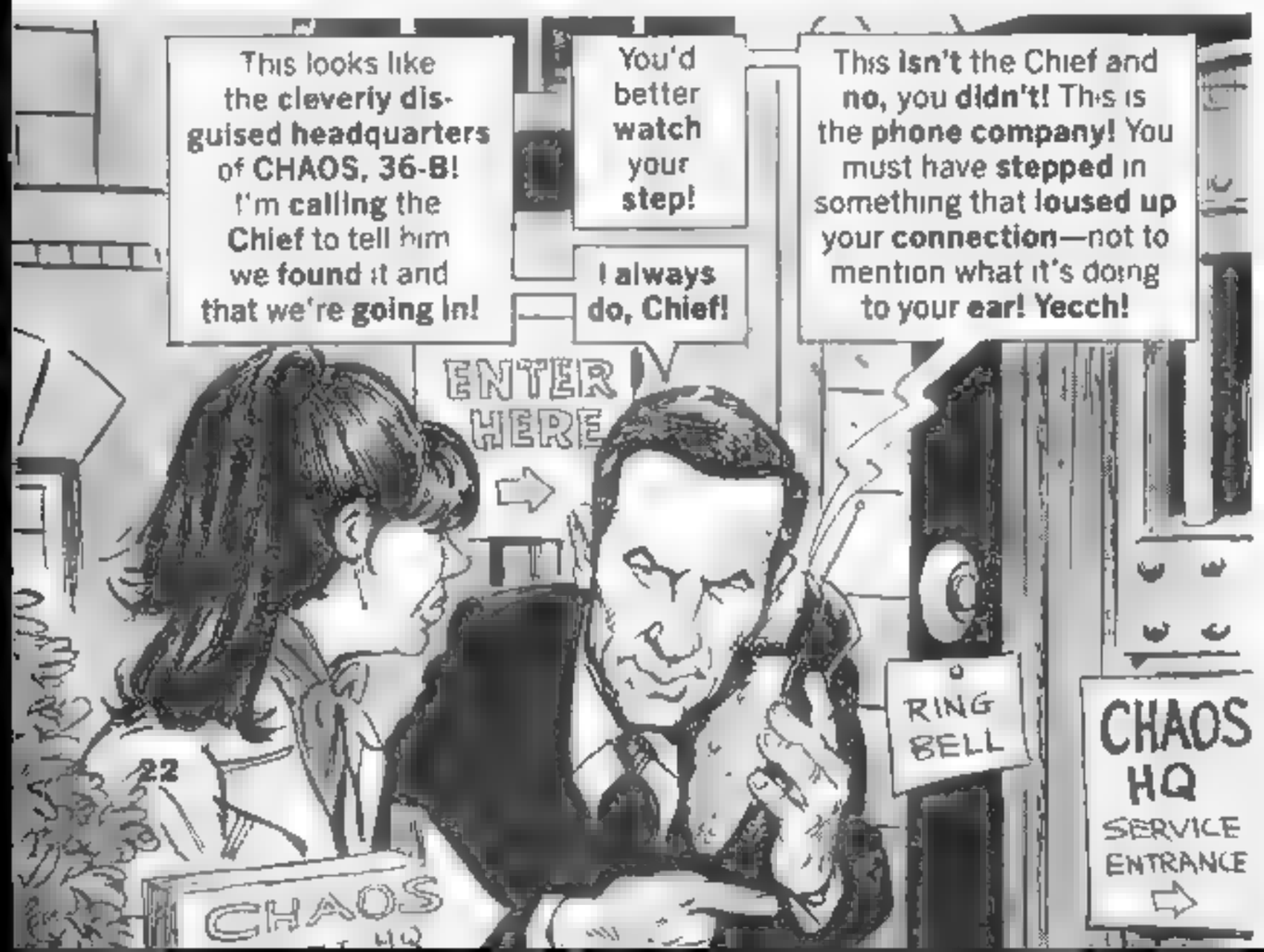
Try as you may, when it comes to great spies of the past, it's an impossible mission to...

# FORGET SMART

Agent 98.6 you're late again!
It was the traffic, Chief!
At this time of day the highways are clear!
I'm talking about the traffic in the phone booth we use as the secret entrance to our headquarters! There was this gossipy lady...


I don't believe a word of that!
Would you believe a mild-mannered reporter named Clark Kent was in it with his pants down?
No!
Would you believe this is the one thousandth time I'm using this dumb "would you believe?" routine?
Now that's something I can believe!

ARTIST- ANGELO TORRES


This looks like the cleverly disguised headquarters of CHAOS, 36-B! I'm calling the Chief to tell him we found it and that we're going in!
You'd better watch your step!
I always do, Chief!
This isn't the Chief and no, you didn't! This is the phone company! You must have stepped in something that loused up your connection—not to mention what it's doing to your ear! Yecch!
ENTER HERE
RING BELL
CHAOS HQ SERVICE ENTRANCE
22
CHAOS

Mux, look! There's the laser ink-eradicator CHAOS is threatening us with!
I'll stop them by turning it off!
But Mux, it is off!
The switch says "OFF," agent 36-B, but with these fiends, things are never what they say they are! "OFF" is undoubtedly a code for "ON"! Here goes!

I'm **Muxwall Smart, Agent 98.6**, but don't let my number **fool you**—I'm **definitely not normal!** I **used** to be **agent 86**, but with the way **inflation** has been these last few years...Well **anyway**, **98.6** is still just a **pseudonym** for my **real number** which is **so secret** it's **unlisted!**

I'm **Agent 36-B! Mux** thinks of me as his **right-hand man!** Now if I can only **get** him to think of me as his right-hand **woman**, we could **all** have a **little more fun!**

I'm the **Chief** here at the **fake government agency** we call **KONTROL!** Here we **waste** incredible amounts of **time** and **money**, so on **that** score, we're **just like a real government agency!**

**Mux**, any minute now **CHAOS** is going to **interrupt** local TV programming to **broadcast a message** to us!

**Gee**, how do you know **that, Chief?**

It's listed right here in **TV Guide**— 11 AM **CHAOS interrupts** local broadcasting to **deliver message** to **KONTROL!**

Attention **KONTROL! CHAOS** has developed the **largest laser-powered ink eradicator** in the world! We demand **six billion dollars** by **11 PM** or we will **aim it** at **IRS headquarters** and **erase America's tax records!**

**The old laser-powered ink eradicator** to **erase America's tax records** trick! I'd like to see them **try, Chief! In fact**, I'd like to see them **succeed!** I think I'm about to be **audited** for my last **tax return!**

[illegible] **them, Mux! We can't let America's tax records** [illegible] **destroyed!**

How about just **mine?**

**Mux!!**

Okay, **mine and yours, Chief!**

WRITER: DICK DEBARTOLO

**Mux**, I think that **"OFF" did** mean **"OFF!"**

What kind of **diabolical mind** would **think** of such a thing!?

What did you do to get the **cops** here so **fast?**

When I **turned it on** I must have **aimed** the **magnet** at **police headquarters! Cops** wear **so much metal**, I pulled them in by their **guns, badges** and **dental work!**

**Mux**, your **blundering** has **saved** the **day!**

**Chief!** What are **you** doing here?

I just got a **call** from **Pres. Johnson.** He's so tied up with **Vietnam** that he **needs someone** to look after some **other countries** for him. He's **promoting** you to **CIA Co-Director!**

**Great, Chief!** Just give me **20 years** and by **1987** you'll be **proud** of what I've **done!** What **countries** will I be **in charge** of **spy operations** for?

**Iran, Nicaragua** and **Libya!**

# BUSH

*(with apologies to Joyce Kilmer)*

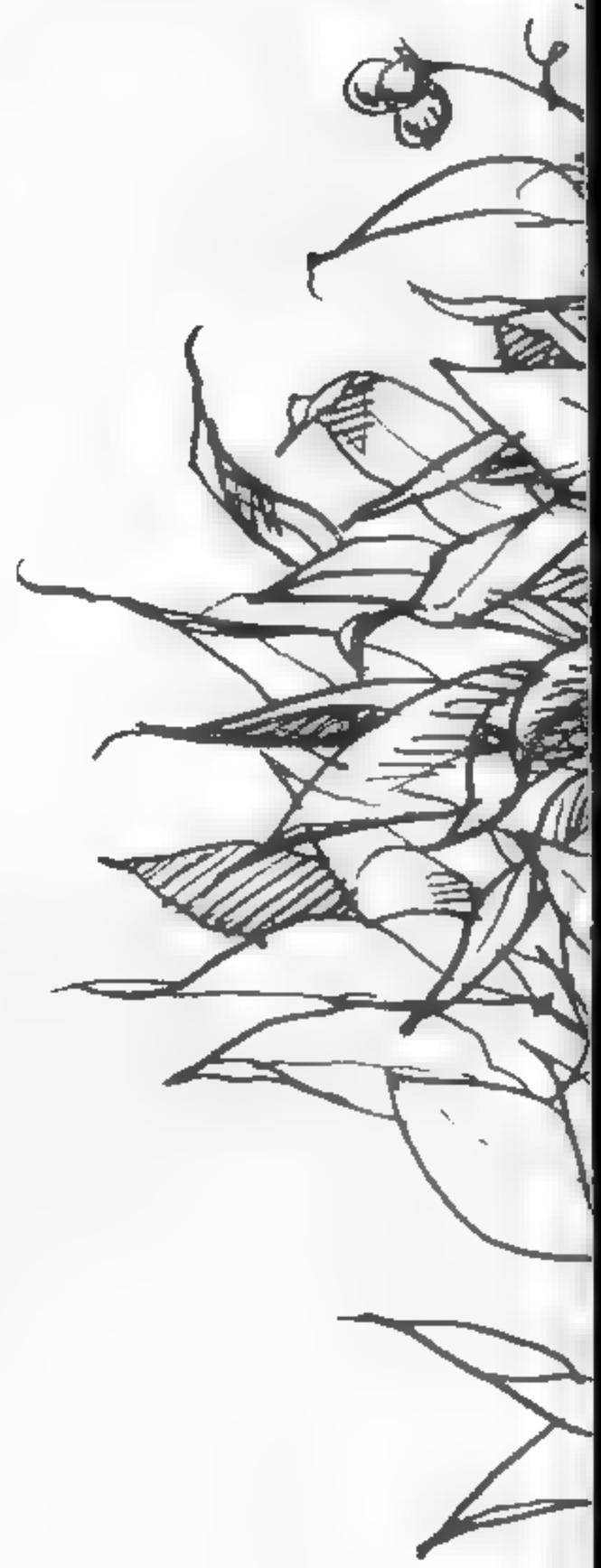
***I think that I shall never see***
***A candidate who is a tree;***
***However, I would bet my tush***
***I'm seeing one who is a Bush;***

***A Bush so nondescript and small***
***We're seldom sure he's there at all;***
***For whom we have but little need***
***And, left alone, would turn to seed;***

***A Bush we overlook and snub,***
***Who may grow up to be a shrub;***
***Whose branches waver to and fro,***
***Whichever way the wind may blow;***

***A Bush, who serving as VP,***
***Excels as a non-entity,***
***Reminding voters more and more***
***Of Fritz, who bombed in '84;***

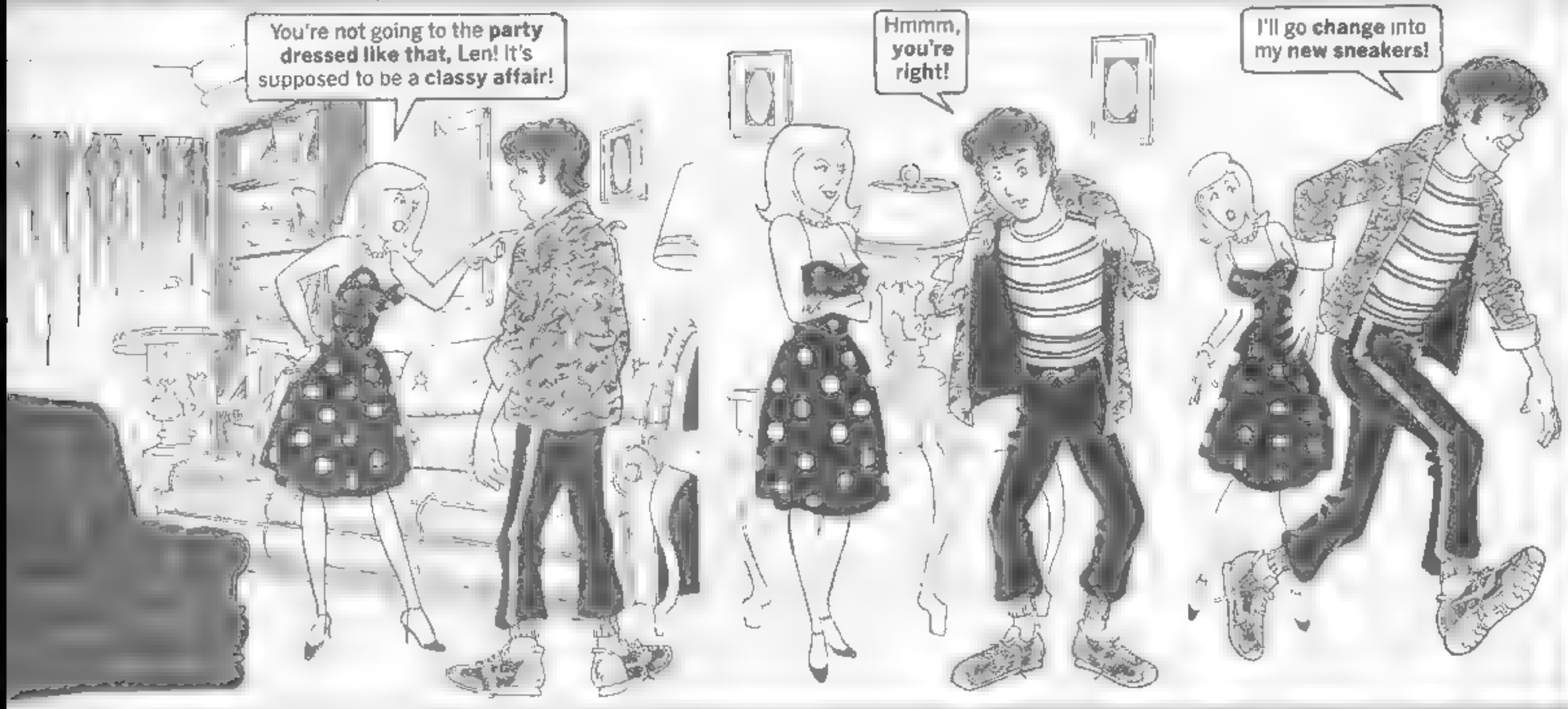
***And if, by chance, he muddles through***
***And gets endorsed by you-know-who,***
***Regardless of that White House push,***
***Not even Ron can save a Bush.***





ARTIST: GERRY GERSTEN

## FASHION


You're not going to the **party dressed like that, Len!** It's supposed to be a **classy affair!**
Hmmm, **you're right!**
I'll go **change** into my **new sneakers!**

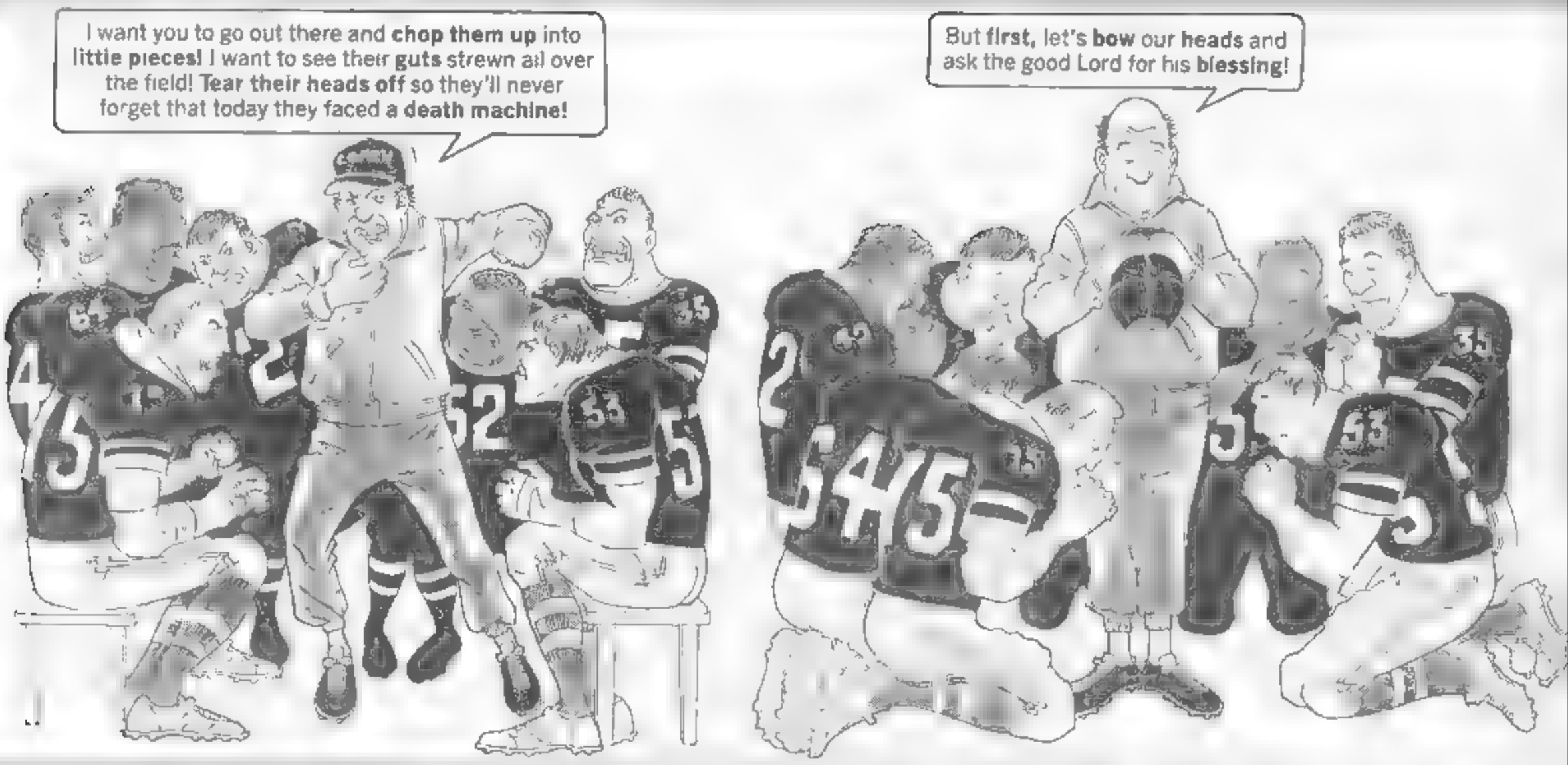
BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## MARRIAGE


That was Lisa! This is the **third wedding** I've heard about **this month!** Now I'm *really* starting to **feel rotten!**
Because all your **girl friends** are **getting married?**
**That** doesn't bother me in the least!
What bothers me is that all my **boy friends** are **getting married!**

## WINNING


I want you to go out there and **chop them up** into **little pieces!** I want to see their **guts** strewn all over the field! **Tear their heads off** so they'll never forget that today they faced **a death machine!**
But **first,** let's **bow** our **heads** and ask the good Lord for his **blessing!**

# R SIDE OF...

ARTIST & WRITER
DAVE BERG

## LOGIC

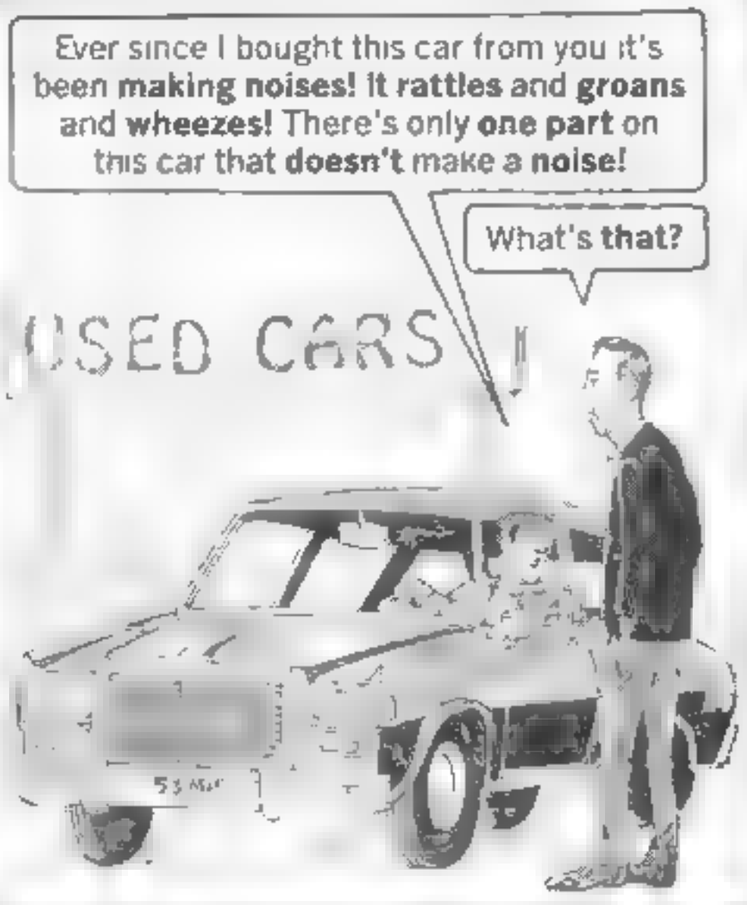
## CONVERSATION

Please! No talking in the library! You're disturbing the other readers!
Let's go to a movie...
We can talk there!
NOW CHOWING
KITZBALL

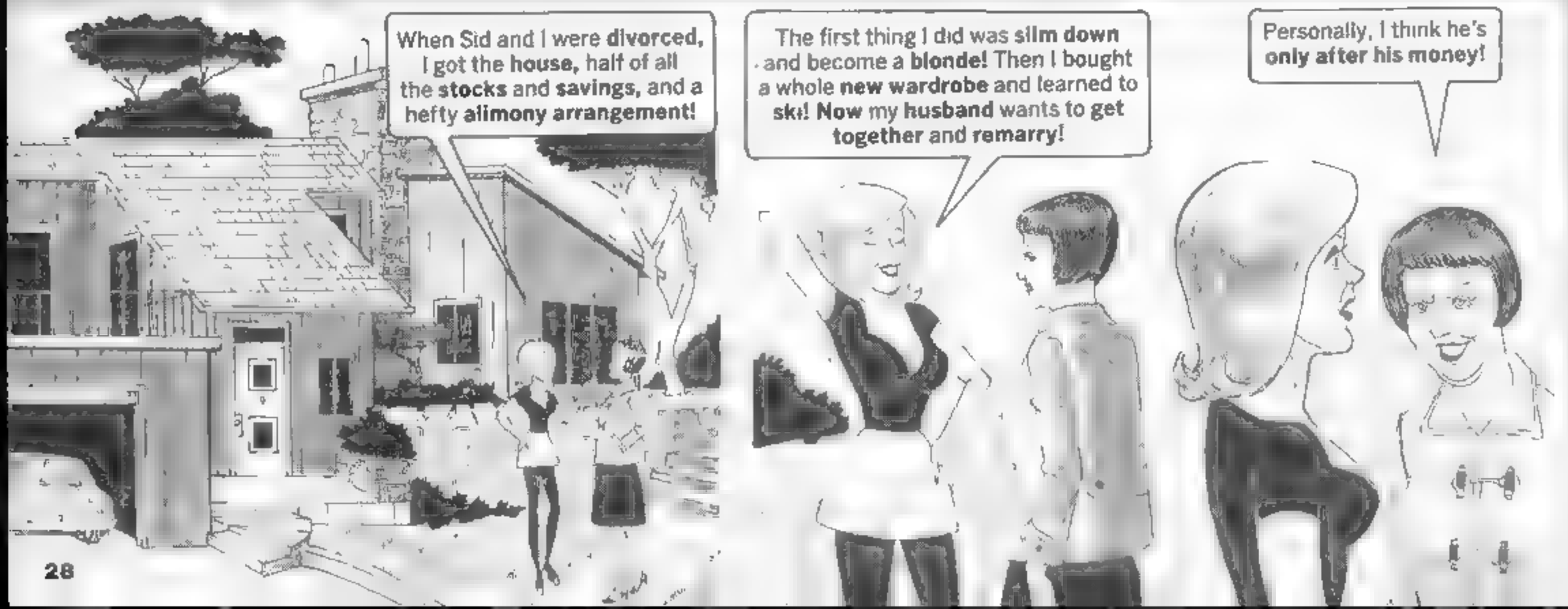
## PARENTS

But Miss Kelly, your office is too small to have a conference with my parents!
Don't be silly, Alexander! There's plenty of room for your mother and father!
But I have two sets of each!

## CARS


Ever since I bought this car from you it's been making noises! It rattles and groans and wheezes! There's only one part on this car that doesn't make a noise!
What's that?
USED CARS

## FINANCE


When Sid and I were divorced, I got the house, half of all the stocks and savings, and a hefty alimony arrangement!
The first thing I did was slim down and become a blonde! Then I bought a whole new wardrobe and learned to ski! Now my husband wants to get together and remarry!
Personally, I think he's only after his money!

# PARTIES

Who are those noisy people?
Those are my next door neighbors!
Why do you always invite them to your parties?
If I don't, they call the police and complain about the noise!

# BABY SITTERS

The horn!
We can go out tonight! I've found a new baby sitter! This one's marvelous, better than any other we've ever had!
What makes her so marvelous?
She's on a diet!

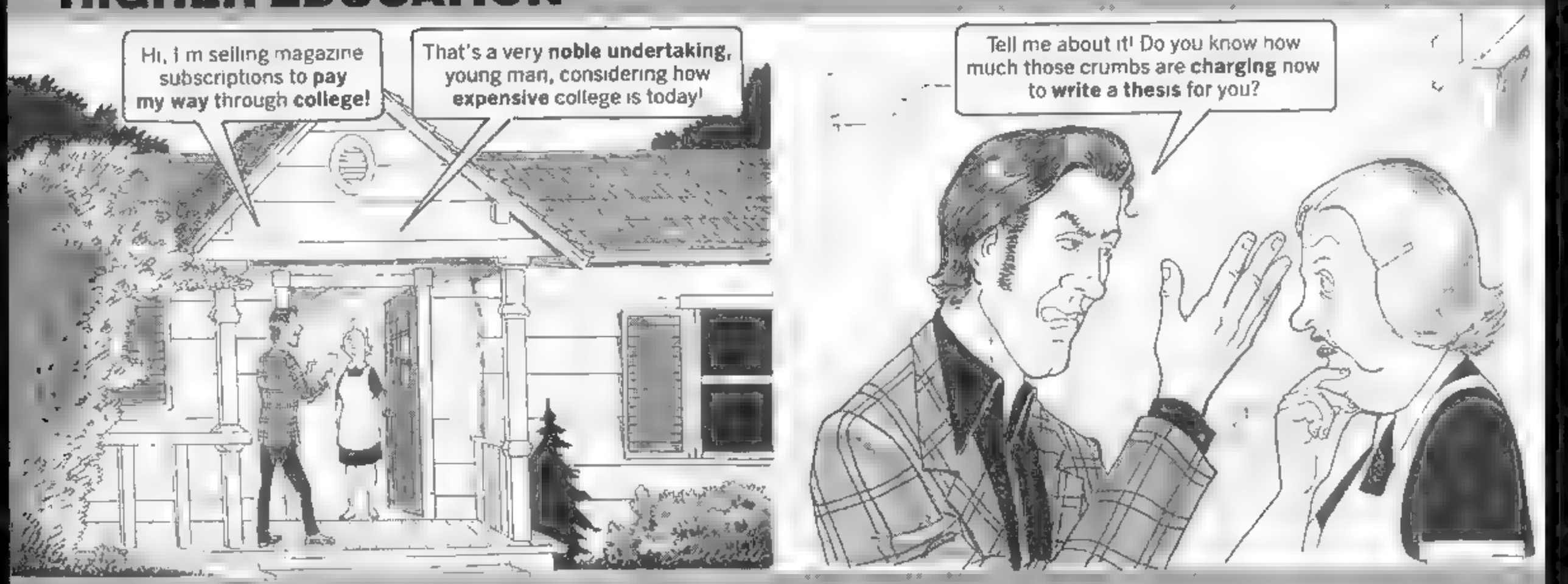
# SEGREGATION

Tab e for two, please!
Will that be the smoking or non-smoking section?
Most definitely the smoking section!
What would you like to order?
Nothing! This is the only place in town where we can still smoke!

# PHYSICAL FITNESS

Ooh, man! Am I **hurting!** I played four hours of tennis on Saturday, four hours on Sunday, and tonight I got a game right after work!
That's a lot of **exercise!** Why do you do it?
It makes me feel **young!**

# HIGHER EDUCATION


Hi, I m selling magazine subscriptions to **pay my way** through **college!**
That's a very **noble undertaking,** young man, considering how **expensive** college is today!
Tell me about it! Do you know how much those crumbs are **charging** now to **write a thesis** for you?

# DOCTORS

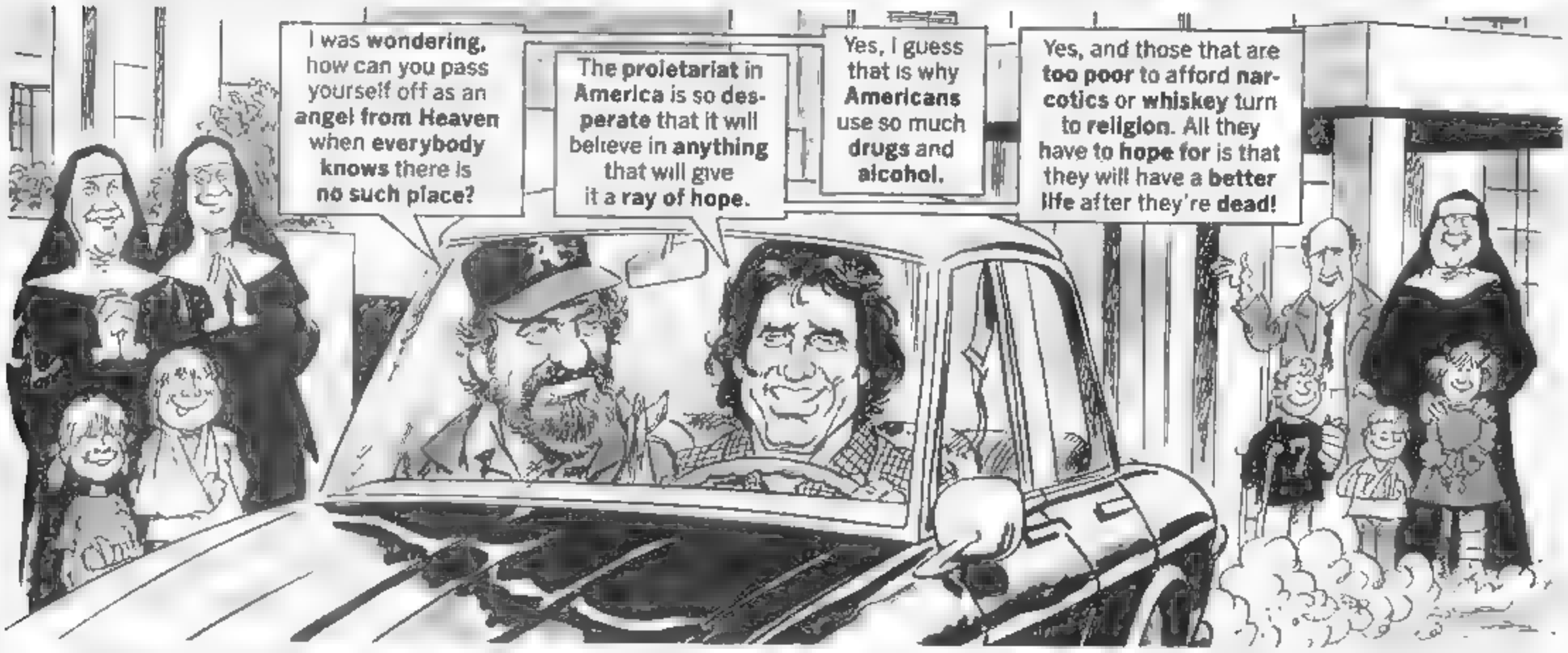
When I needed you in an **emergency,** you made a **house call!** You gave me **free samples** of **medicine** that save me a **bundle** at the **pharmacy!** Today I made an appointment and you saw me **right on time!** Now you present me with a bill that's **very reasonable!**
And you call yourself a **doctor?!!**

THE SAME OLD BOLSHEVIK DEPT.

**When TV shows are successful in the United States, they're usually dubbed into other languages and shown in countries around the world. Sometimes, however, the foreign translation of the show doesn't exactly follow the original script! For instance, take a look at this typical scene from an innocent TV show like "Highway to Heaven":**

You know, Jonathan, I never thought you'd get that rich old man to donate his fortune to build a brand-new children's hospital!
Everyone has a thread of human kindness and compassion, Mark. All we have to do is find it
Yes, I guess you're right, but I still can't help but think it was all a miracle!
Mark, you should know by now that when you have enough love, hope, trust and faith, just like all those cute, sick little kids had, miracles CAN happen!

**Pretty harmless, right? But watch what happens when the Soviet Government takes this same scene and "translates" it into Russian for television viewers in the U.S.S.R.:**

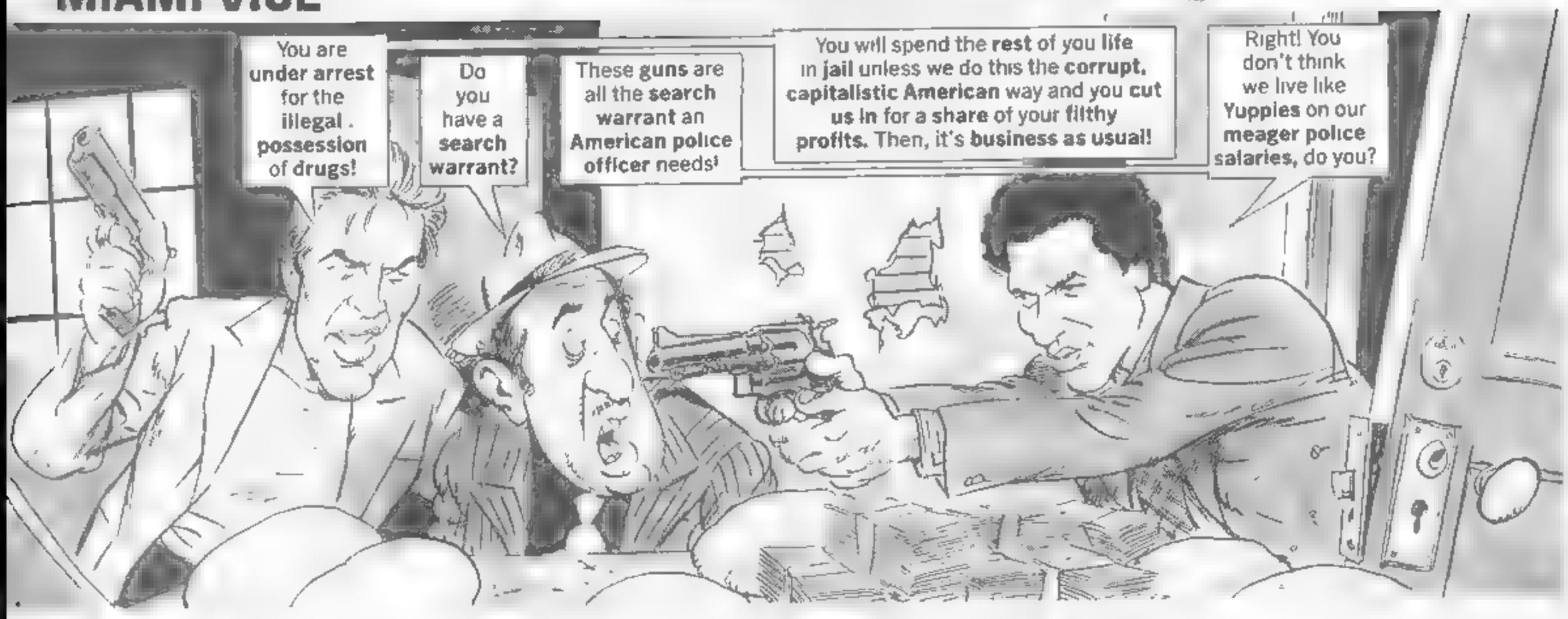

I was wondering, how can you pass yourself off as an angel from Heaven when everybody knows there is no such place?
The proletariat in America is so desperate that it will believe in anything that will give it a ray of hope.
Yes, I guess that is why Americans use so much drugs and alcohol.
Yes, and those that are too poor to afford narcotics or whiskey turn to religion. All they have to hope for is that they will have a better life after they're dead!

**That's right! By changing the dialogue, the show can be turned into a piece of propaganda advancing a particular government's point of view! Here's what we think it will be like...**

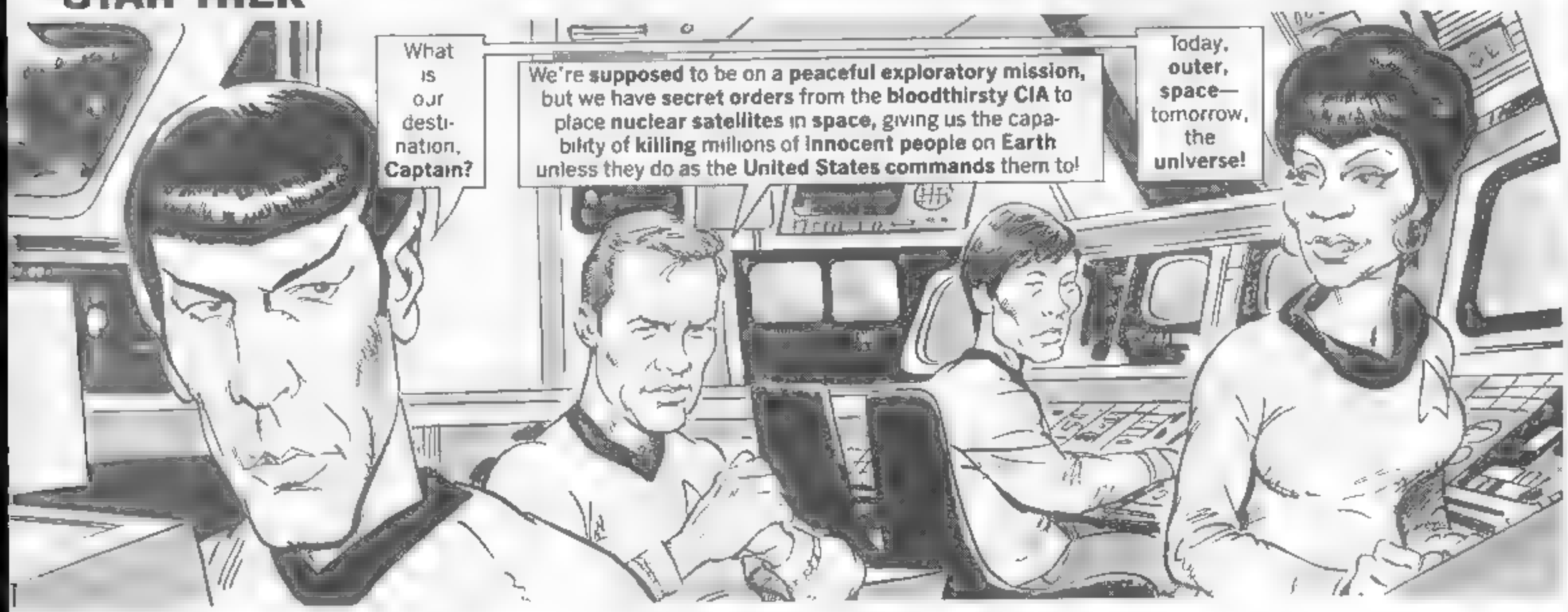
# WHEN AMERICAN TV PROGRAMS ARE SHOWN IN RUSSIA

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE

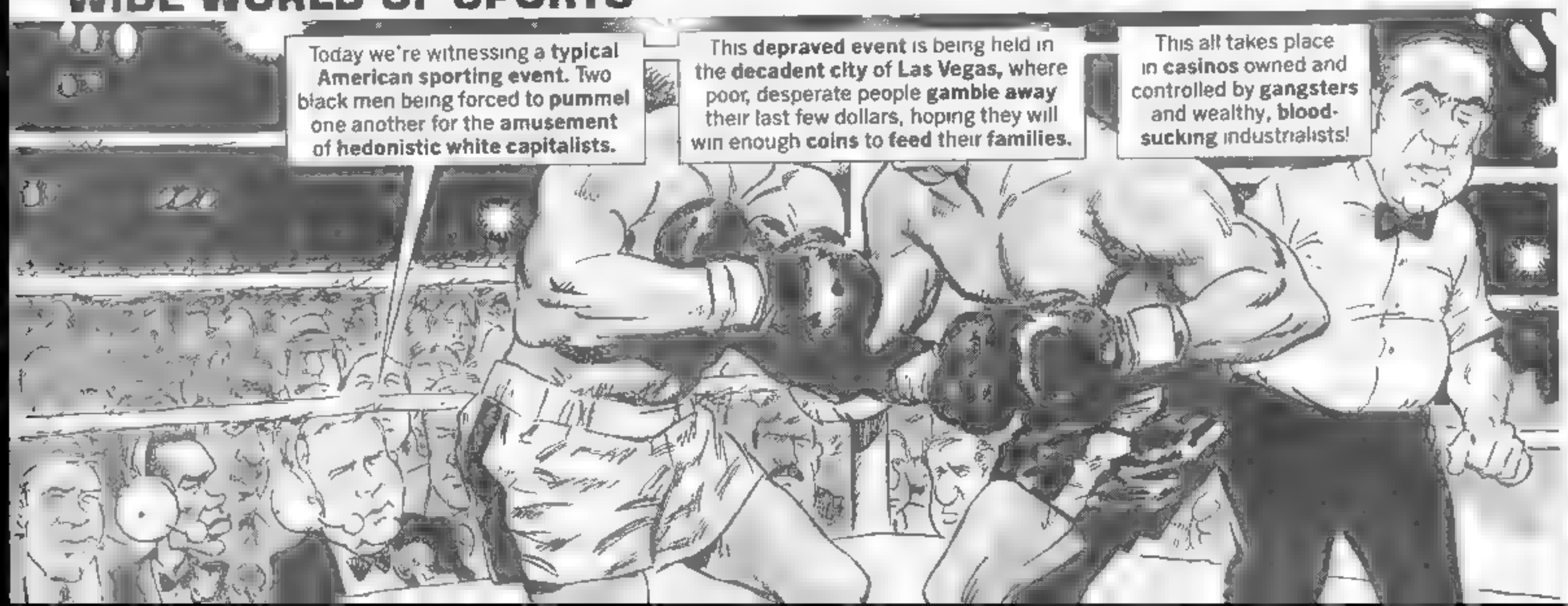
## MIAMI VICE


You are under arrest for the illegal possession of drugs!
Do you have a search warrant?
These guns are all the search warrant an American police officer needs!
You will spend the rest of you life in jail unless we do this the corrupt, capitalistic American way and you cut us in for a share of your filthy profits. Then, it's business as usual!
Right! You don't think we live like Yuppies on our meager police salaries, do you?

## STAR TREK


What is our destination, Captain?
We're supposed to be on a peaceful exploratory mission, but we have secret orders from the bloodthirsty CIA to place nuclear satellites in space, giving us the capability of killing millions of innocent people on Earth unless they do as the United States commands them to!
Today, outer, space— tomorrow, the universe!

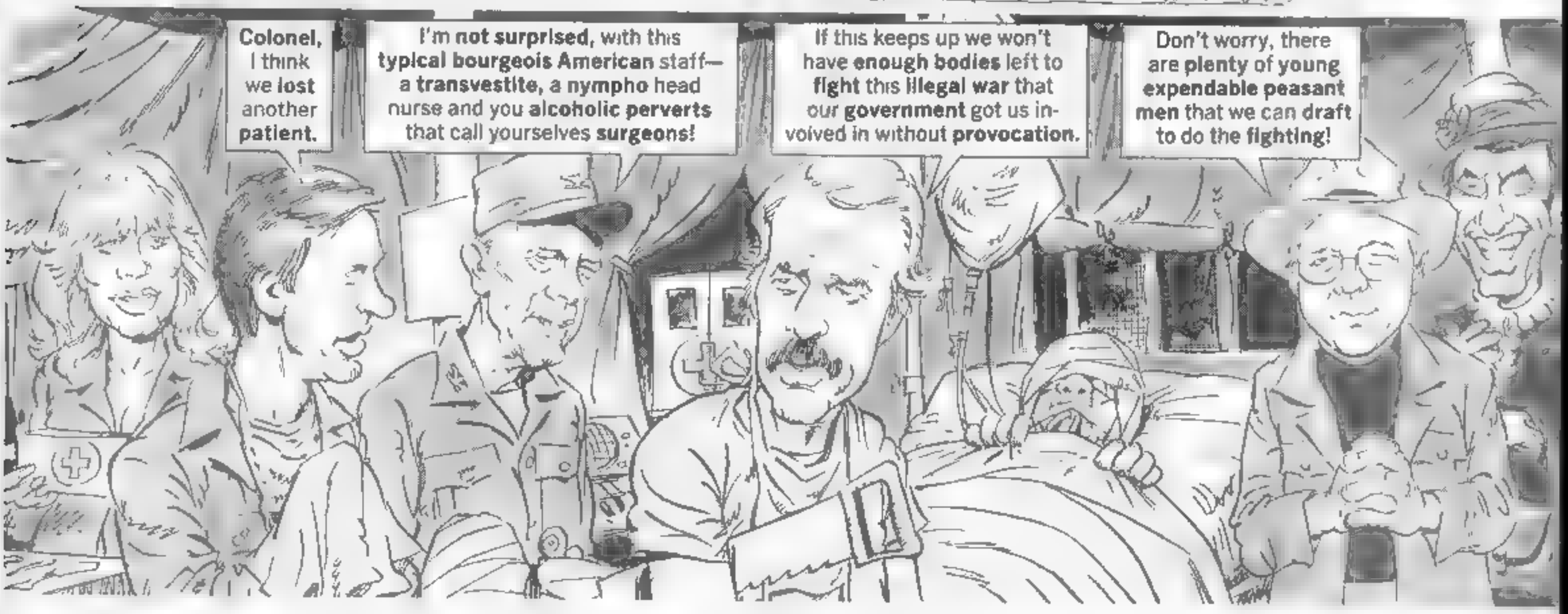
## WIDE WORLD OF SPORTS


Today we're witnessing a typical American sporting event. Two black men being forced to pummel one another for the amusement of hedonistic white capitalists.
This depraved event is being held in the decadent city of Las Vegas, where poor, desperate people gamble away their last few dollars, hoping they will win enough coins to feed their families.
This all takes place in casinos owned and controlled by gangsters and wealthy, blood-sucking industrialists!

## THE A-TEAM

Why is our own government trying to kill us?
That's the way America treats its veterans!
They say we are criminals for the atrocities we committed against women and children in Vietnam.
But we were only following the orders of our sadistic military commanders!
Um, where have I heard that before?
FINISH L.A. MARATHON
"RUMBLE" "RUMBLE"

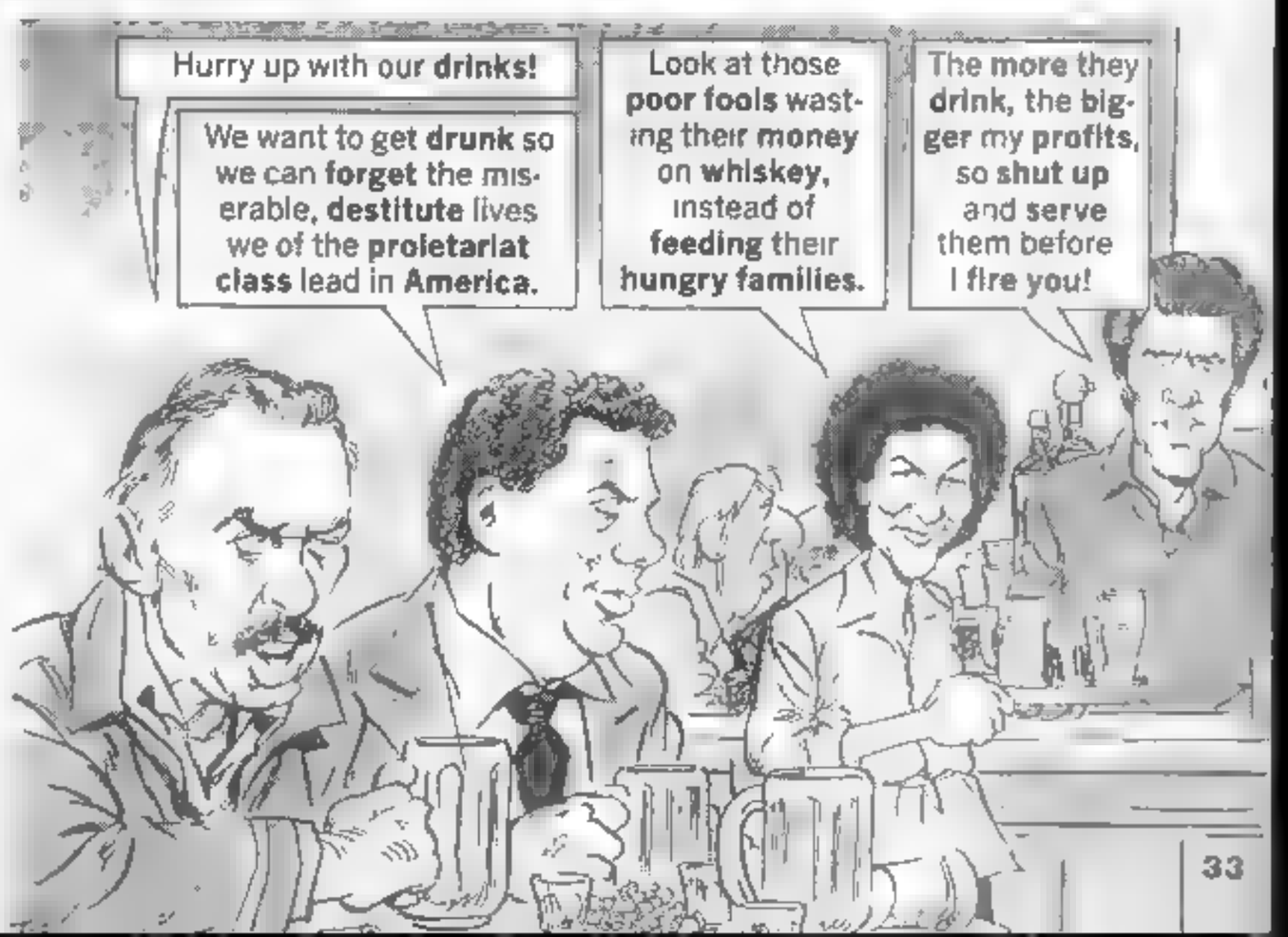
## M*A*S*H


Colonel, I think we lost another patient.
I'm not surprised, with this typical bourgeois American staff—a transvestite, a nympho head nurse and you alcoholic perverts that call yourselves surgeons!
If this keeps up we won't have enough bodies left to fight this illegal war that our government got us involved in without provocation.
Don't worry, there are plenty of young expendable peasant men that we can draft to do the fighting!

## PEANUTS

Charlie Brown, I hate being one of the down-trodden masses. In order to keep from starving, we are forced to beg for our food.
It's so humiliating that we must wear masks to hide our faces.
Ma'am, could you please give us a crust of bread to eat?

## CHEERS


Hurry up with our drinks!
We want to get drunk so we can forget the miserable, destitute lives we of the proletariat class lead in America.
Look at those poor fools wasting their money on whiskey, instead of feeding their hungry families.
The more they drink, the bigger my profits, so shut up and serve them before I fire you!

ALFRED E.
NUMERATES DEPT.

# A MAD GUIDE TO SHOW

## FOR AN ACTRESS

1 Year on a TV Sitcom means

...you can be a celebrity contestant on any game show that you want.

2 Years on a TV Sitcom mean

...you can talk about "growing as an actress" without having people snicker at you.

3 Years on a TV Sitcom mean .

...you can go on tour with a nightclub act even if you look like Kermit the Frog.

4 Years on a TV Sitcom mean

...you've been "typecast," "over-exposed," and therefore, are unemployable.

## FOR A FILM DIRECTOR

1 Hit Movie means

...studio executives actually return your calls.

2 Hit Movies mean

...studio executives actually call you first.

3 Hit Movies mean...

...critics find "symbolism" in your films that you never put there in the first place.

4 Hit Movies mean

...Hollywood parents teach their kids to pray to you at night.

## FOR A NOVELIST

1 Bestseller means

...people will stop asking what you "really" do for a living after you tell them that you're a writer.

2 Bestsellers mean .

...as many as three out of every 1,000 people may actually recognize your name.

3 Bestsellers mean...

...Hollywood will pay you big bucks for the rights to make films that bear no resemblance to your novels.

4 Bestsellers mean .

...an American Express television commercial.

# BIZ SUCCESS

ARTIST: PAUL COKER  WRITER: MIKE SNIDER

## FOR AN OPERA SINGER

1 Year at the Met means

...a two-line mention on page 79 of the New York Times.

2 Years at the Met mean..

...a poster out front with your picture on it.

3 Years at the Met mean...

...an appearance on *The Tonight Show* as a token cultural guest.

4 Years at the Met mean

...a recording session with Julio Iglesias.

## FOR A STAND-UP COMIC

1 Guest Shot on *The Tonight Show* means

...$457.98 plus a discount on an NBC tour.

2 Guest Shots on *The Tonight Show* mean.

...you're booked to play 537 dumpy nightclubs—all named "Vito's."

3 Guest Shots on *The Tonight Show* mean .

...a network sitcom, two pay television specials and millions of people mimicking a "catch phrase" from your act.

4 Guest Shots on *The Tonight Show* mean

.. Johnny finally invites you over to sit down with him.

## FOR AN ACTOR

1 Action/Adventure Film means

...you're recognized by macho jerks who want to see if you are as "tough" as the character you play in the movies.

2 Action/Adventure Films mean..

...you get hit with 3,897 paternity suits, 99.99% of which are totally groundless.

3 Action/Adventure Films mean

...you can star in a musical comedy, make a jackass of yourself—and still get away with it.

4 Action/Adventure Films mean

...people will no longer compare you to Clint and Sly.

AMERICAN BAND SLAM DEPT.

# ROCK

According to latest statistics, by the time you finish reading these two pages, five new rock groups will have formed, three old ones will have disbanded, and members of the disbanded groups will merge to form the *next* five new groups in the time it takes you to read these same two pages over again! With this in mind, MAD helpfully presents a random sampling of...

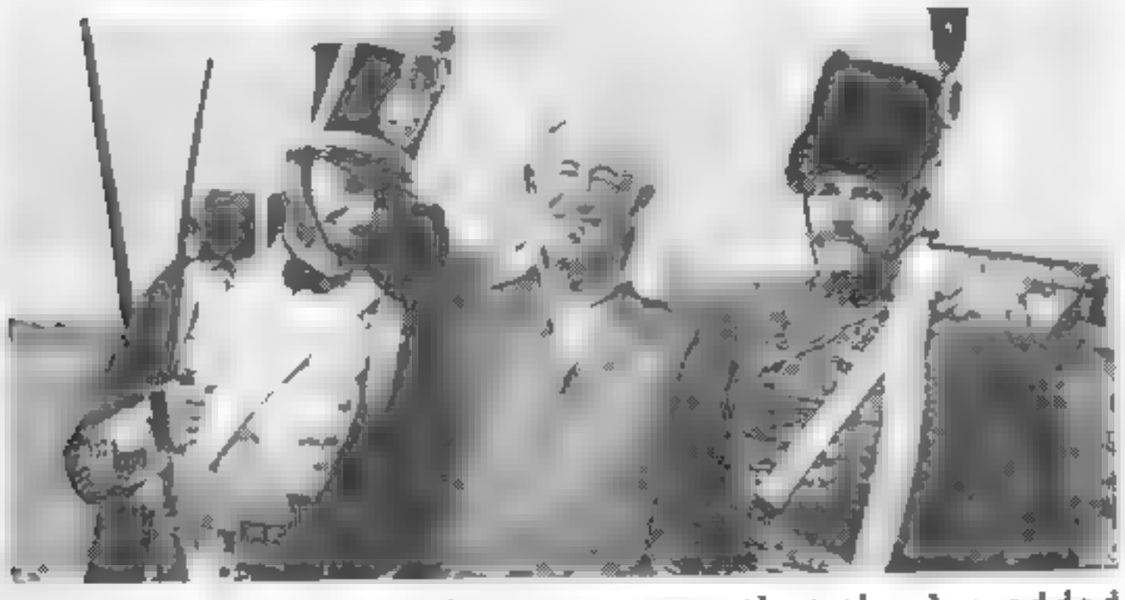
## Jack and the Crackpots

Fans went out of their minds over Jack's off his-rocker rock renditions of *"Does Paranoia Annoy Ya?"* and *"I Gotta Me a Lobotomy!"* The group gave up their former "psycho-delic sound" for their "new rotic sound" and are currently in the studio repressing the depressing *"I'm a Little Bitso Schizo Over You, Baby!"* on both sides of the one-sided single.

## The Ram-bozos

Their latest album, *"Teen Rage Wasteland,"* hit the charts with bullets. The group stormed nostalgia rock beachheads with new renditions of old favorites, including *"These GI Boots Were Made for Stomping!"* and *"I Want to Hold Your Hand Grenade."* The lead duo, Cpl. Punishment and Milla Terry, are backed by a sound force of high calibre drums, guitar, brass, and M-16s!

## Charlie and the Bonnie Princes



The Bonnies are back on top now that they've added their accountant, Charlie Turetsky, as lead singer. With no musical background or talent, Charlie concludes, "Music business, garment business—the key word here is business!" The group largely appeals to boring accountants, dentists, etc. who can relate to Charlie's endless "rap style" droning about audits, deductions, and IRA's recorded through a remote mike in his smelly cigar. Profits from their latest video singles, *"I Dig Your Long Form, Baby"* and *"Debit Does Dallas"* are already high on the IRS charts.

## The Conquistadores

Three former members of the dis-banded Pillage People, Jake Cortez, Bernie Pizarro, and Harry Hun, have joined forces in their quest for solid gold! Their new album, *"Montezuma's Revenge,"* has had runs on the charts with smash hits: *"A Kick in the Aztec!," "Inca Dinka Doo-wop"* and *"We Killed This City with Rocks and Stones!"*

# GROUPS ON THE WAY UP

WRITER:
CHRISTOPHER ALLEN

## The What

This new group consists of six singing, swinging hair stylists, three males and three females—but no one knows for sure which are which, least of all them! The single, "Hair Curl Wizard" from their hit rock opera *"Tommy Goes Tammy"* went frosted platinum after being remixed in Denmark.

## The Ungrateful Living

Formerly "The Appreciative Deceased," this British band dug up some decaying songs from their stiff *"Grave Matter"* album ( the one that went 6 feet under in the charts), buried their old sound and name, and breathed new life into the group by adding Mourning Gloria as lead vocalist. Says manager, Mort Chewary. "There's a lotta stiffs out there that'll be coffin' up plenty for our next album, *"Every Death You Take."*

With the successful revival of the Monkees, it's become gorilla warfare for two new groups battling it out for chimp-ionship honors in the race for top banana...

## Amazing Tails

The Tails went out on a limb with their latest single, *"Didn't Plan et This Way, But I'm Going Ape Over You!"*

## Evolution Express

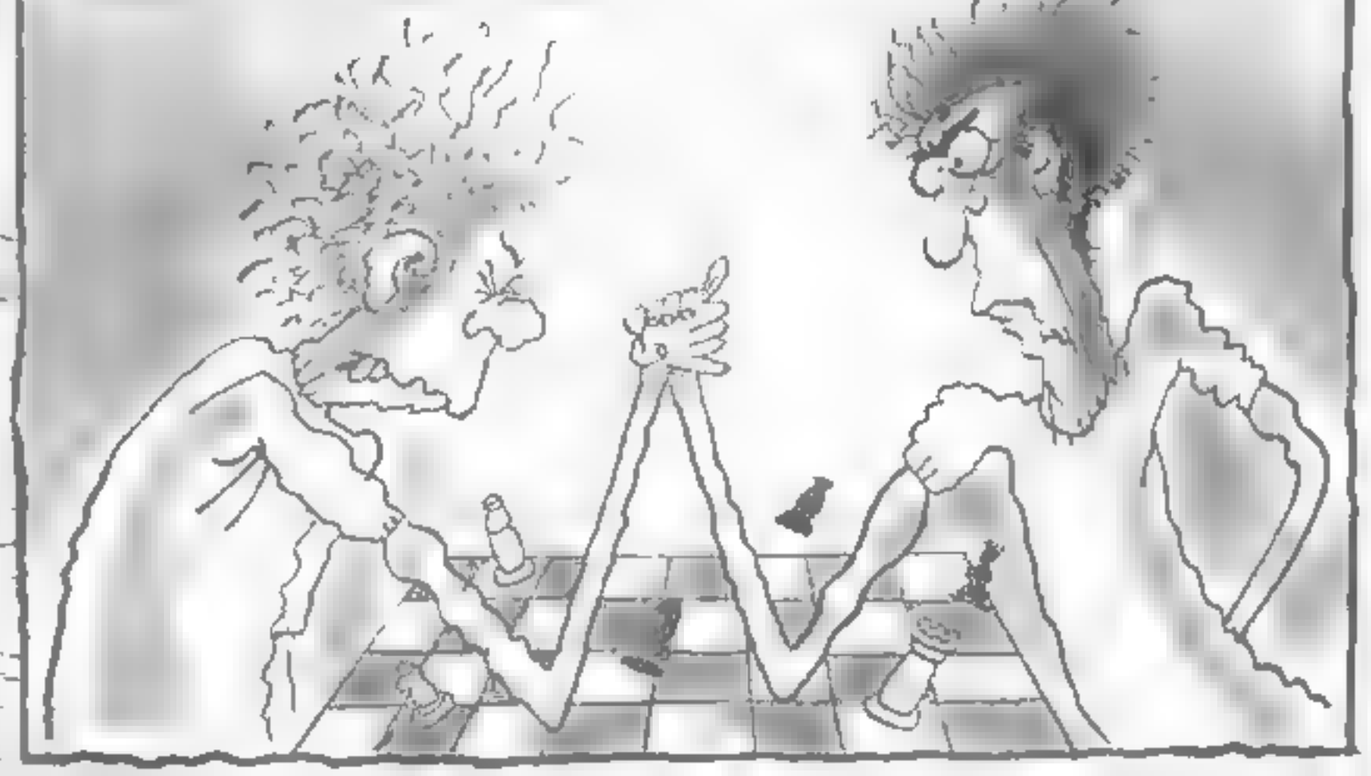
...while the success of the Express hinges on their new video, *"Walk Like a Simian,"* attracting a shrewdness of loyal fans.

HUMOR IN A JOCKULAR VEIN DEPT.

# SPORT ACTIVITIES fo

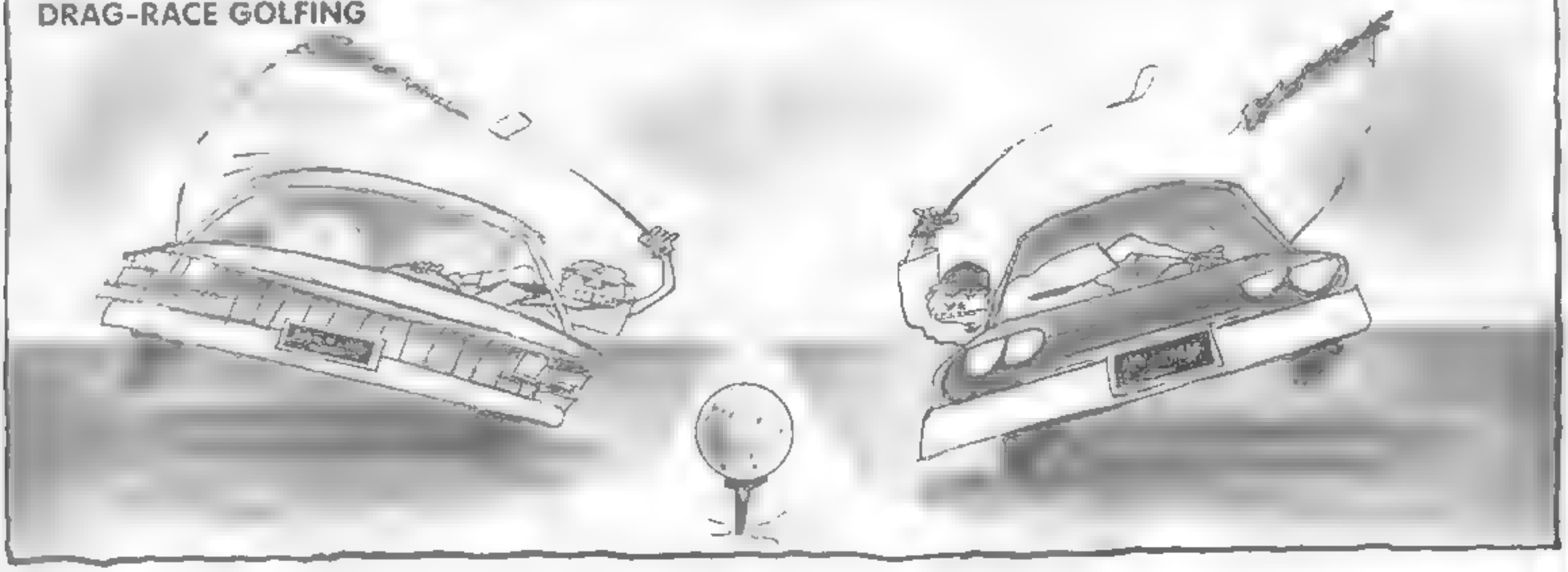
FIGURE-SKATE SKINDIVING

ARM-WRESTLING CHESS

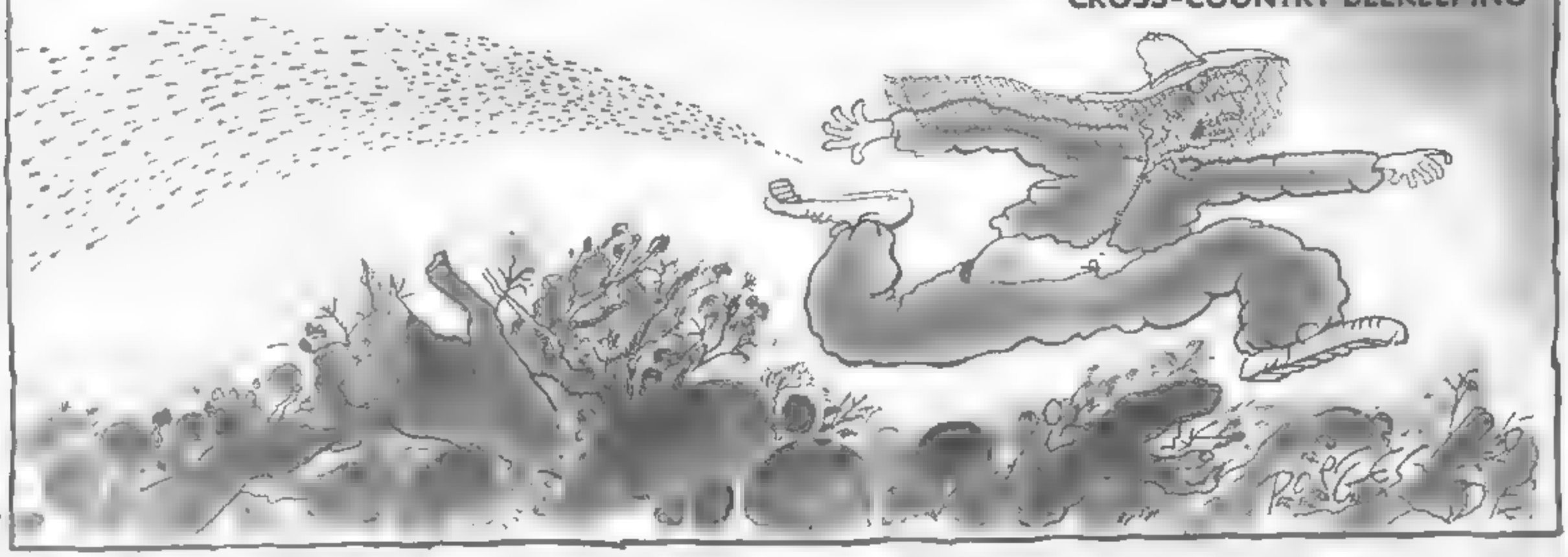


ARTIST AND WRITER:

DRAG-RACE GOLFING



CROSS-COUNTRY BEEKEEPING



# ...r the HYPERACTIVE

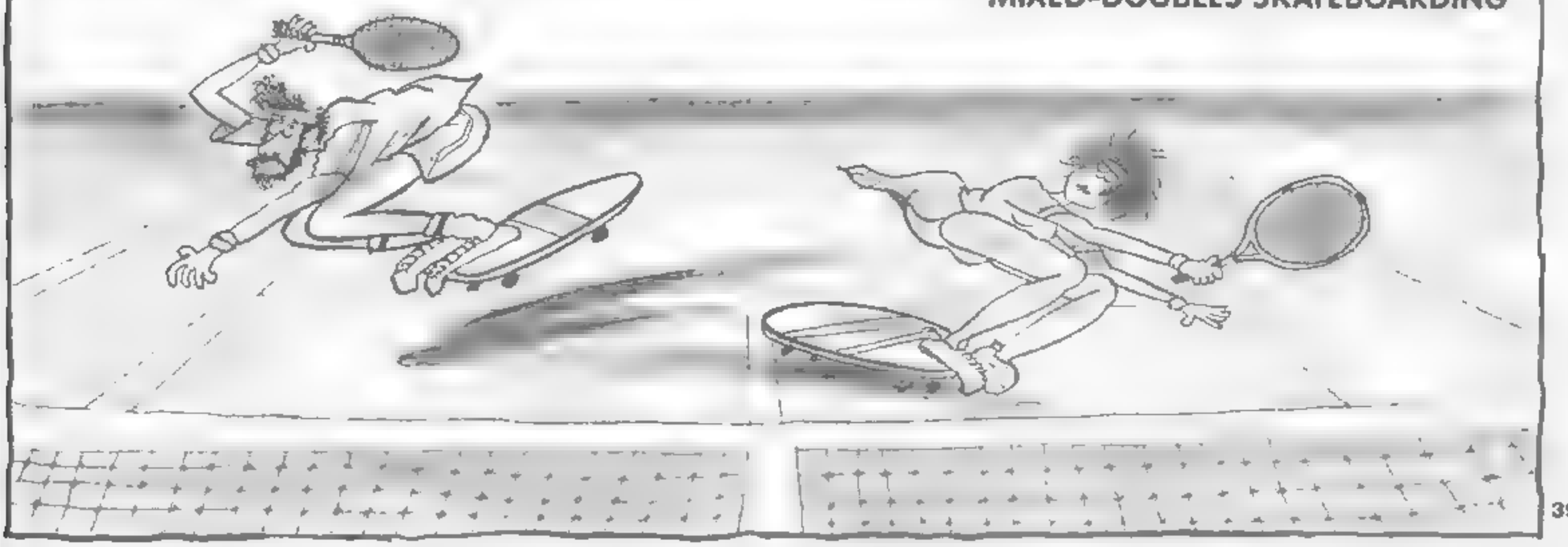
HIGH-HURDLE DOG WALKING

TOUCH-DANCE SKYDIVING

PAUL PETER PORGES

PUMPING-IRON HANG GLIDING

MIXED-DOUBLES SKATEBOARDING



INAPPROPRIATIONS DEPT.

It's amazing how the U.S. Congress somehow spends more and more money each year. This mystery is one that every politician devotes his whole career to blaming on someone else. However, MAD researchers have finally dug up the truth. We've dis-

# WHY THE U.S. GOV REALLY

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

April 21, 1964

## FUNDS APPROVED FOR ANTI-SMOKING CAMPAIGN

The U.S. Surgeon General's Office today received $4,000,000 from Congress to publicize its recent findings that cigarette smoking can be fatal. A spokesman for the Surgeon General said that the money will be used to mount a long term campaign of health warnings about the risk of using tobacco.

September 14, 1984

## FEDERAL AID VOTED FOR TOBACCO GROWERS

Congress today approved a $575,000,000 subsidy program to aid the nation's struggling tobacco farmers. The assistance became necessary after sales of the crop declined for the eighteenth straight year, due to repeated health warnings about the hazards of smoking.

October 3, 1979

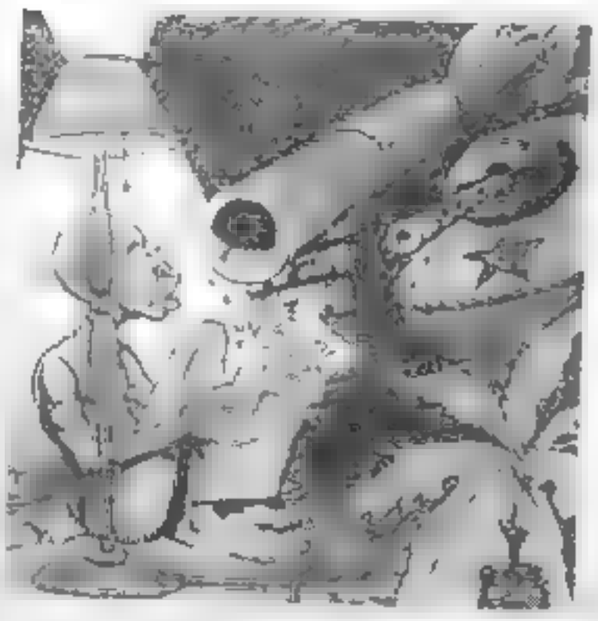
## WINNING THIRD WORLD FRIENDS: A U.S. POWER PLANT FOR S. GUMBA

Citing the move as "an inexpensive way to win friends in the Third World," the U.S. today announced plans to build a $5,000,000 electric power plant in the tiny, impoverished nation of South Gumba. South Gumba presently has no electricity, in addition to having no industry or agriculture.

May 16, 1984

## N. GUMBA INVADES S. GUMBA; U.S. TO SEND MILITARY AID

Congress today voted $240,000,000 in military aid to tiny, beleaguered South Gumba, following its invasion by well equipped forces from neighboring North Gumba. The North Gumbans attacked in the apparent hope of capturing South Gumba's new electric power plant, which is the country's only asset.



covered that Congressional spending is forever on the rise because almost every government appropriation creates a later need for a much bigger appropriation to undo the effects of the first appropriation. These clippings will clearly show—

# ERNMENT SPENDS SO MUCH

November 23, 1967

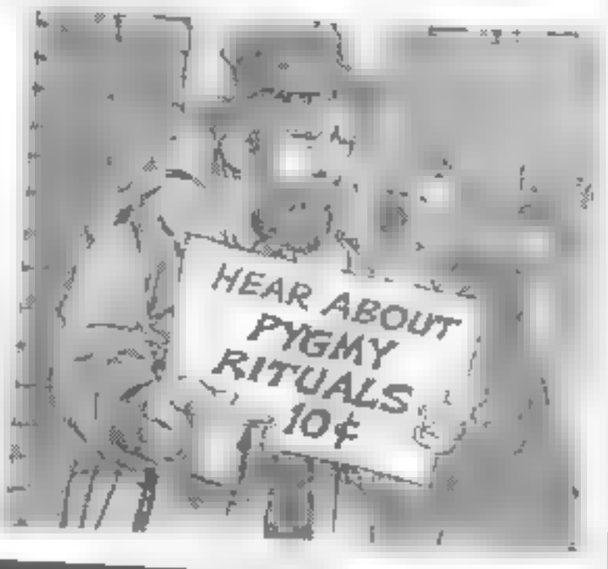
## $80,000,000 VOTED FOR STUDENT LOAN PROGRAM

Congress today approved legislation that will give $80,000,000 in low interest loans to needy college students during the next ten years. Backers of the program said it will save money in the long run by educating those who might otherwise become lifelong welfare cases.

February 17, 1985

## STARVING ANTHROPOLOGISTS TO GET GOVERNMENT AID

Congress today approved a $950,000,000 aid package for the nation's 600,000 chronic unemployables who hold Ph.D. degrees in anthropology. Most of the destitute individuals were trained under the Student Loan Act of 1967.




June 29, 1983

## *EMERGENCY BAILOUT FOR DAIRY FARMERS*

The Wisconsin congressional delegation today won approval for its standby program to have the Federal Government buy cheese from dairy farmers, in the event of a drastic fall in market prices. The plan will cost only $100,000 a year to administrate because no actual government cheese purchases are anticipated in the foreseeable future.

October 6, 1957

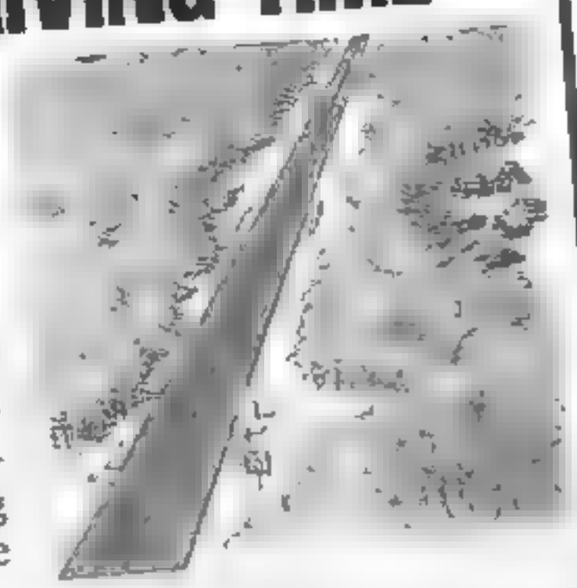
## *SENATOR DEDICATES CHEESE WAREHOUSE*

A billion-dollar warehouse, built solely to store government surplus cheese, was dedicated today by Wisconsin Senator Hans Gunthenfitzer. The building is twice as large as the Pentagon, and will house most of the nation's annual cheese production, which is now bought by the government under Federal price subsidy programs.

March 12, 1981

# NEW HIGHWAY TO CUT FLORIDA DRIVING TIME

Work was today completed on a $36,000,000 Federally funded project to eliminate several dangerous curves along a four-mile stretch of U.S. Highway 1 near Palm Beach, Florida. The modernization program is expected to reduce driving time between Jacksonville and Miami.



February 27, 1982

# GOVERNMENT TO AID TOWN BYPASSED BY HIGHWAY

Almost $83,000,000 in Federal emergency aid has been granted to the town of Sagging Springs, Florida, where employment at gas stations, restaurants and motels dropped 98 per-cent when a new highway that bypasses the community was opened last year.

January 15, 1983

# *END FORCED RETIREMENT CUTS SOCIAL SECURITY*

The new law banning forced retirement in U.S. industry at age 65 is expected to slow the spiraling expense of the Social Security Department. The ban will cost only $3,000,000 a year to enforce, but experts estimate that it will keep 750,000 older workers on the job.

April 5, 1984

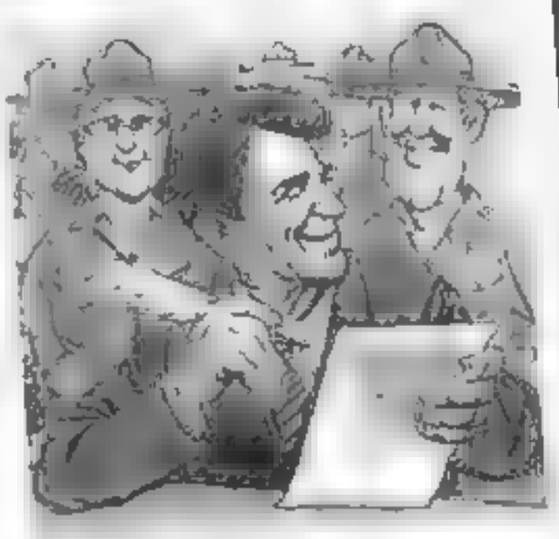
# PAYMENTS ZOOM AS OLD CLING TO JOBS

The government paid almost one-billion-dollars in unemployment benefits last year to recent high school and college graduates who were unable to enter the job market because older workers refused to quit.

August 20, 1974

# FUNDS APPROVED FOR NEW WILDERNESS TRAIL

The President today signed legislation providing almost $20,000,000 for construction of a Rocky Mountain Wilderness Trail that will wind through six National Parks in Colorado and Wyoming.

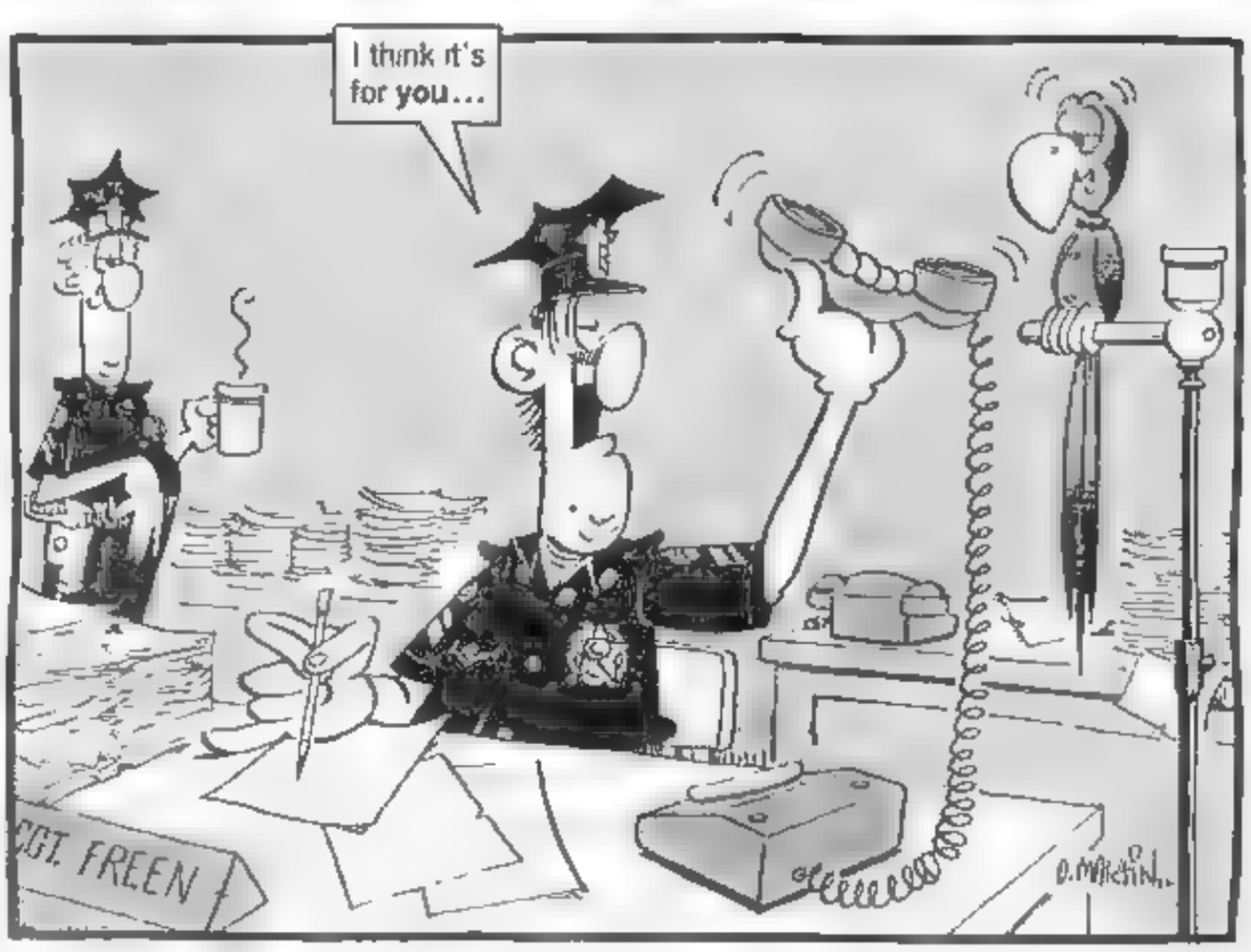


March 19, 1984

# *FENCE PLANNED TO KEEP ANIMALS IN WILDERNESS*

The President today signed legislation providing $92,000,000 for construction of a long chain link fence that will prevent dangerous grizzly bears from leaving National Parks to take up residence in nearby cities.

# ONE FINE DAY IN THE SOUTH BRONX




ARTIST· DON MARTIN WRITER. DON EDWING

## DUNKIN' DONORS DEPT.

**Hey, adoring fans, this is your old buddy Captain Lou Albino! Me and my protégé Cyndi Leper were sitting around the other day trying to think of something more important than rasslin'...and we couldn't! But we had all afternoon to kill, so we thought of**

# MAD VISITS AN ORGA

ARTISTS: WILL ELDER & HARVEY KURTZMAN

WRITER. LOU SILVERSTONE

Aren't you going to **examine** any of these people?
I **just did.**
Do they have to **pay** for that **once-over?**
**Of course not!** They're on Medicare. The **government** pays!
How **are** you today?
Are you **feeling okay?**
My, you're **looking well.**
Have a **nice day.**
You **poor thing.** You **threw up** on your tray.
No I **didn't.** The nurse just brought it. It's my **dinner.**
This is one of our **special development** labs.
Where you develop **new cures?**
No, where we develop new and exotic **names** for everyday ailments. I mean, **500 bucks** to cure a **headache** is a little steep, but a **thousand dollars** to alleviate *a massive cranial paroxysm* **sounds** like a **bargain,** even though it's the **same thing!**
DEVELOPMENT CE
Old Mr. Toomey fell asleep with his **dentures** in, so I **took them out** and put them in a glass of **water** next to his bed.
**You fool!** Mr Toomey doesn t **wear** dentures!
Great! We'll just **charge** him for **emergency dental work!**

**the next best thing to rasslin': pain, suffering and injury! The only place to find those things outside of a ring is at one of the hospitals or medical centers around the country that's doing experimental research and other gory things! So join us as...**

# AN TRANSPLANT HOSPITAL

Emergency Emergency in room 319...

Do you have to **rush** to room 319, doctor?

**Naw,** that patient has an artificia heart He's just having an **artificial** heart attack

What do you **do** in a case like that?

Give him **artificial respiration,** of course!

A famous **Hollywood star** is getting a **heart transplant,** but it's a very **tricky** operation

I thought heart transplant operations were **commonplace** now

They are, but this one is a little **different.** The star's **agent** is getting **10%** of his **heart.**

ST NOWHERE HOSPITAL OPERATING ROOM

Nurse, I have a **hernia.**

Before we can do **anything** you'll have to take these **forms** over to that chair and **fill them out.**

But **that's** what gave me the **hernia** in the first place!

We do **incredible** work here in the plastic surgery ward. This patient, for example, is actually **sixty years old.**

Wow, I never knew you could alter someone's **appearance** so **drastically.** What's her name?

**Vito Dambrusky. He** was a professional **football quarterback.** Like I said, we do **incredible** work here.

38 22 36 HIKE!

Mr. Albino, Ms. Leper, won't you **step this way?** The tour begins on the next page.

WEHK

You picked a **good** day to visit. You're going to see **medical history** being made!

You mean you'll **operate without charging the patient?**

**No,** we're going to **transplant the brain** of an **ape** into a **man.** I must warn you, there will be a great deal of **blood.**

**Big deal!** Didn't you ever see a **championship rasslin' match?**

Doc, I've read that **ape-to-man brain transplants** have been tried **before.**

You're talking about the *Hooper Study.* Hooper tried to prove that **Attorney General Ed Meese** had had such a transplant, but he was **wrong.** Meese acts the way he does with a **human** brain!

This operation has **never** been attempted before. If it's successful it will be **a major milestone.**

**How** major?

Right below the **circus transplant operation** that made **a goat** into a **unicorn!**

Did you ever see **a man's skull** opened up before?

**Yeah,** the time Andre the Giant **sat on** George "The Animal" Steele— but there was **nothin' inside.**

This place is really **wild.** Dig all these machines and lasers and blood and guts. It'd make a **great background** for my next **video!**

He's still **breathing,** Doctor

LOOK FOR THE UNION LABEL

Now comes the really **crucial** part that will spell **success** or **failure.**

KOFFI

To see if his body **rejects** the new brain?

No, the **press conference!**

BURGER QUEEN

Mrs. Goober, stand next to your husband, hand him this **beer** and get **a ball game** on the tube

Doctor, Frank **doesn't like** beer or baseball!

**Me neither,** but Americans like their heroes to be **regular guys.** Could you prop up Frank, Mrs. Goober? This is for **network TV.**

**Sit up, schmuck!** we're gonna be on **TV!**

Before we start the questions, the **President** is going to talk to Mr. Goober via a **special hookup.** We'll be able to watch on the television monitors.

Hey, this is a **big deal!** I mean the **Gipper** only calls up really **baaad** dudes, like the winning coach of the Superbowl or the World Series.

So how come he never calls up **Hulk Hogan!?**

LOTTERY WINNER

Sanitized

Bonzo, you're looking great! Nancy and I want to congratulate you on your historic operation. Nancy said to tell you she's sending a bunch of bananas, haha!

Frank, will you wake up, that's the President talking to you!

After you recover, Frank, I may have a job for you here in Washington Of course, with the brain of an ape, a civil service position is out. You'll be over-qualified!

Gurgle, gurgle

Mr. President, I'm afraid Mr. Goober has expired.

That's O.K., my offer to work for the government still stands! No one up here will notice he's dead for at least two years!

Doctor, do you really think this operation was of any use?

Of course it was! It may not seem like much to you, but we gave this man 12 extra minutes of life. Next time, a patient may live for a half hour or even an hour. And one more thing, we helped him fulfill every American's fantasy.

Talking to the President?

No, being on TV!

What would you say was the most positive result of this operation?

My appearing on the covers of *Time* and the *Enquirer* in the same week.

So what, I did the same thing and all I did was cut a record, not some poor slob's skull!

Doc, how will you choose your next victim, er, patient?

Our next patient is going to be selected in a dignified, yet typically American way The operation will be a prize on "Wheel of Fortune."

One last thing: The saddest part of the transplant business is that there are many more patients than available organs. Just look a those guys He's been waiting years for a heart, and the other one desperately needs a brain!

TAKING A TOO WEAK VOCATION DEPT.

# IT'S A CRUMMY JOB...

## "...but somebody's gotta do it!"

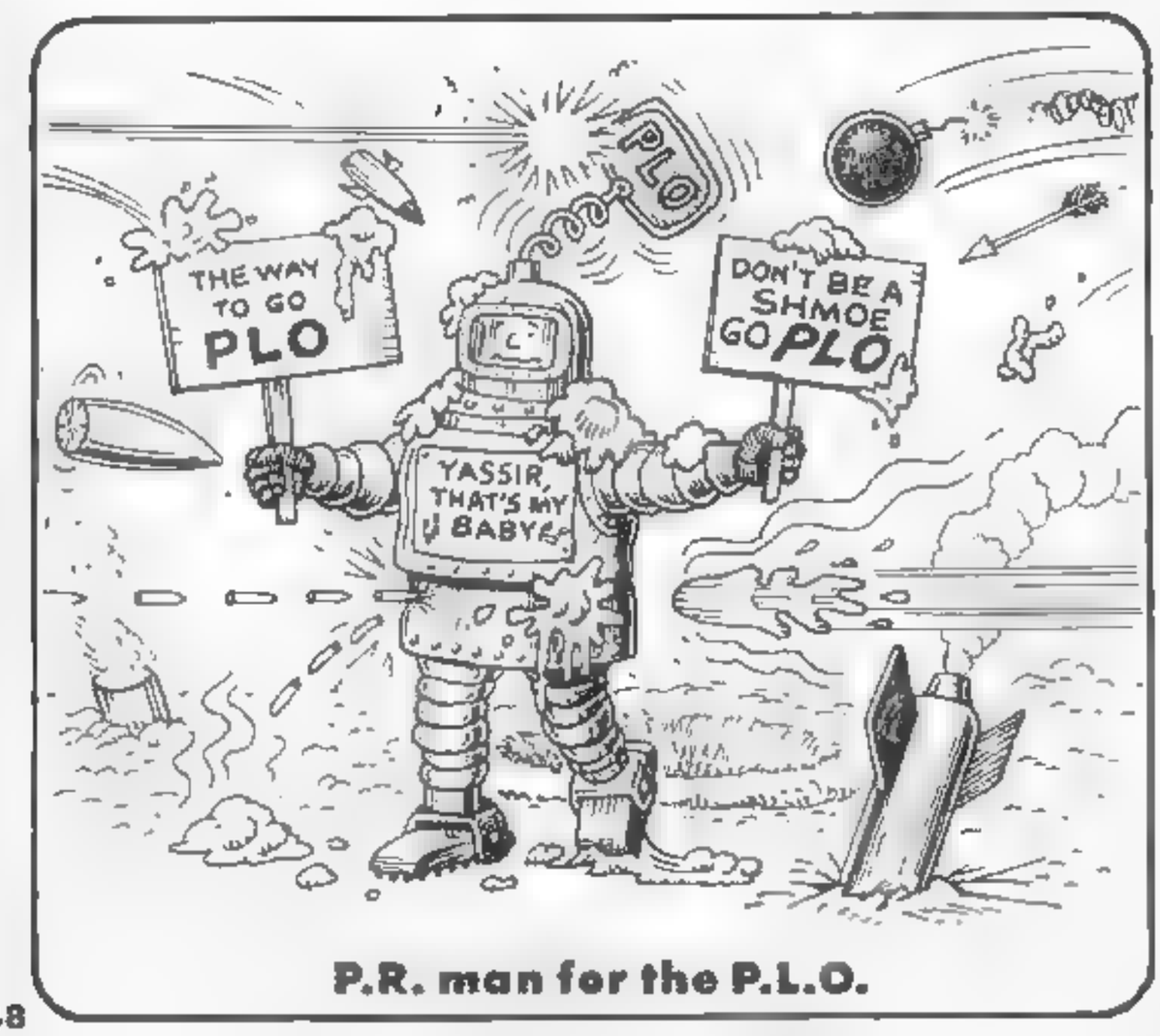
ARTIST: AL JAFFEE WRITER: JOHN ELLIS SECH

**Product tester for a laxative manufacturer.**

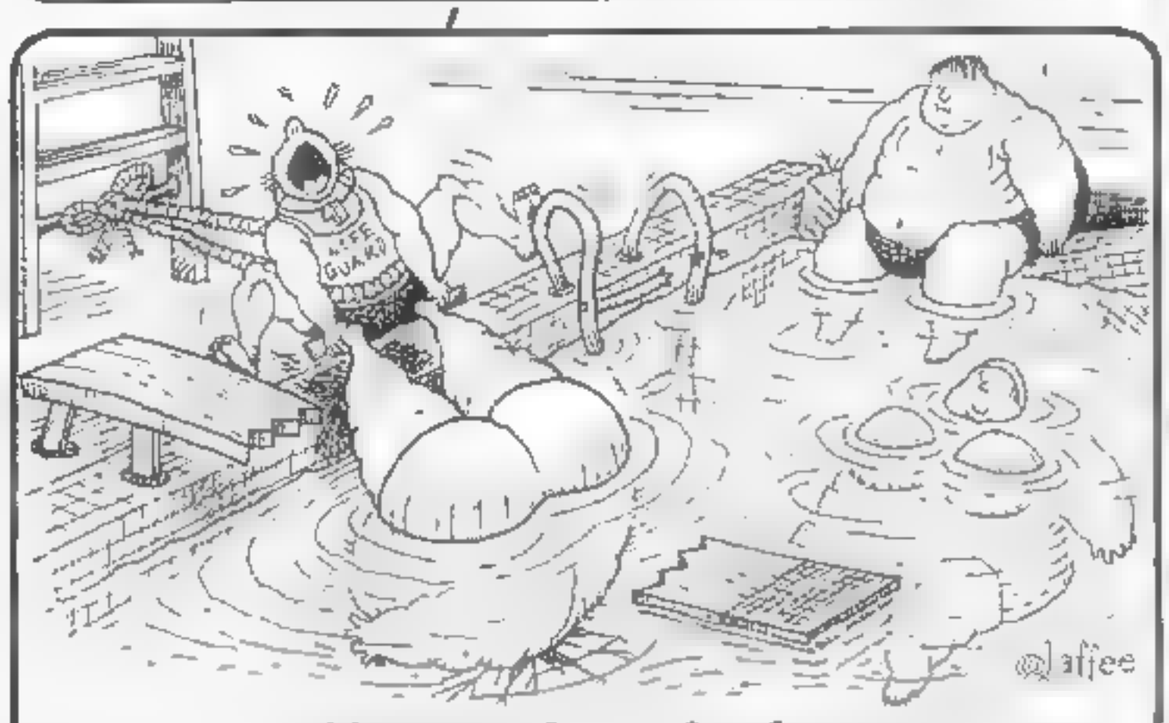
**Hair stylist for Don King.**

**Movie critic assigned to a Jerry Lewis film festival.**

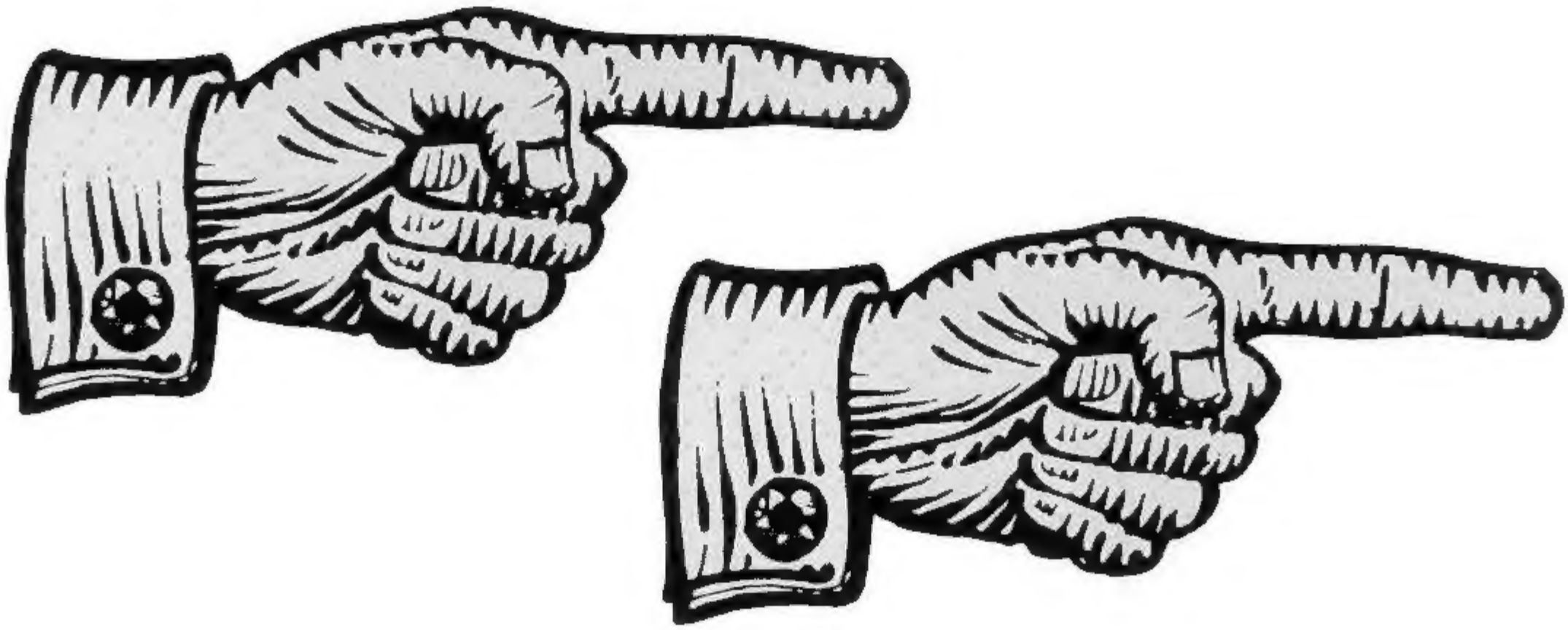
**Roadkill removal technician.**




**P.R. man for the P.L.O.**

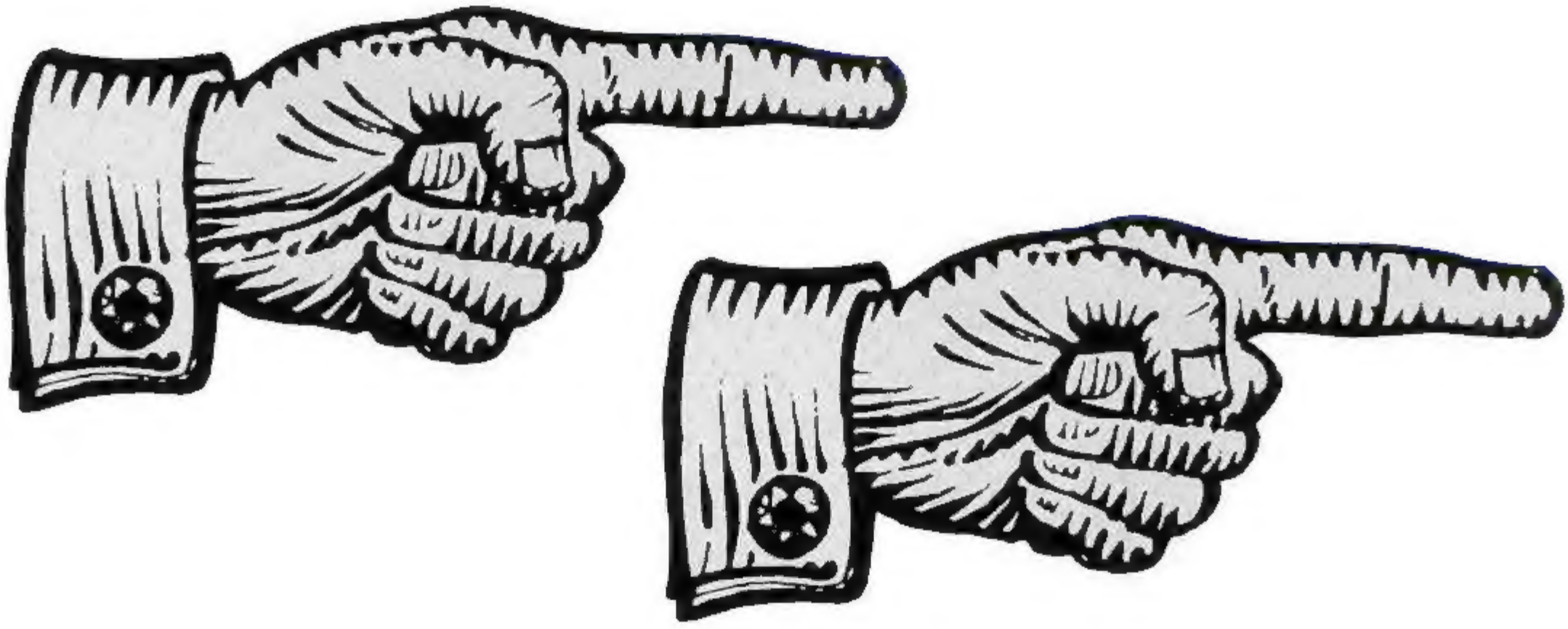



**Life guard at a fat farm.**



***Nothing to see here!***

***Please skip ahead.***



**WHO CONDUCTED THE MOST EXHAUSTIVE WASHINGTON PROBE RECENTLY?**

## HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

**A recent Washington probe received worldwide attention. To refresh your memory, fold in this page as shown.**

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

THE PRESS IS ALWAYS LOOKING TO EXPLOIT ANY INCIDENT'S NEWSWORTHINESS. THEY ESPECIALLY LIKE TO DOCUMENT GORY DETAILS DUG UP BY INVESTIGATORS.

A► ◄B

WHO CONDUCTED THE MOST EXHAUSTIVE WASHINGTON PROBE RECENTLY?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"

THE PRESIDENT'S

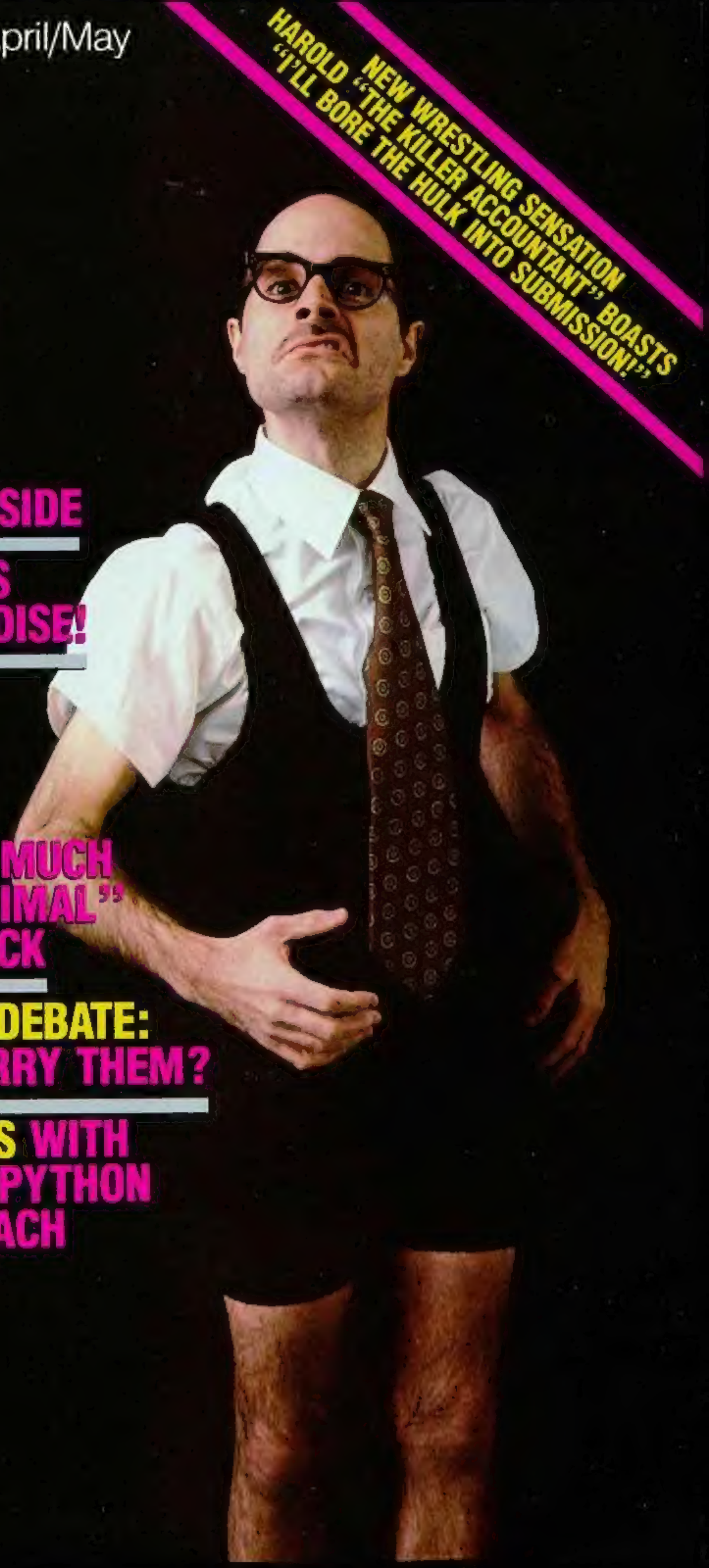
DOCTORS.

A▶◀B

# WWF Magazine

THE WORLDLESS WINDBAG WRESTLER'S FEDERATION

April/May



NEW WRESTLING SENSATION HAROLD "THE KILLER ACCOUNTANT" BOASTS "I'LL BORE THE HULK INTO SUBMISSION!"

**PAUL ORNDORFF: IS HE BRAIN DEAD? FULL COLOR X-RAYS INSIDE**

**OVER 75 PAGES OF ADS FOR WWWF MERCHANDISE!**

**KING KONG BUNDY: "CELLULITE IS MY SECRET WEAPON!"**

**CONTEST: GUESS HOW MUCH HAIR GEORGE "THE ANIMAL" STEELE HAS ON HIS BACK**

**THE GREAT LEAD PIPE DEBATE: SHOULD REFEREES CARRY THEM?**

**EXCLUSIVE INTERVIEWS WITH JAKE "THE SNAKE'S" PYTHON AND KAMALA'S STOMACH**

A MAD FAKE-OUT MAGAZINE COVER